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The Roses of New Castle

1933
JAN 23 1933

"Now, with new low prices, we pre-
pay all shipping charges to your door.
Satisfaction, safe arrival guaranteed."

Our Superb
New Bush
Rose,
"Pride of
New Castle"

See
Page 7

HELLER BROS. COMPANY

P. J. LYNCH, Owner

NEW CASTLE, INDIANA



“Jeannette Heller”

The above illustration comes as near showing this great rose in its true colors as is possible for the printing art to produce. It gives some idea of its delicate color combinations. Hundreds of thousands of ‘Jeannette Heller’ rose bushes have been sold to satisfied customers the world over. It stands out as one of the greatest of all hardy garden bush roses. Above everything, it is an American rose and deserves a place in every American home.

“‘Jeannette Heller’ is the most beautiful, and healthiest rose I have ever seen. I am delighted with it. It was loaded with blooms until Thanksgiving. No amount of money could buy it.”—Mrs. C. J. S., Louisville, Ky.

“‘Jeannette Heller’ has done well and is still beautiful. I bought it from you eighteen years ago.”—Mrs. C. A. B., Lakewood, Ohio.

“Beautiful ‘Jeannette Heller’ is the pride of my rose garden.”—Mrs. S. A., Grand Rapids, Mich.



Lovely "Jeannette Heller"

**THE PRETTIEST, STRONGEST, HEALTHIEST, HARDIEST
FANCY-COLORED GARDEN BUSH ROSE IN THE WORLD**

This most famous of the "ROSES OF NEW CASTLE" is **OUR** rose, introduced by us. Upwards of a million plants sold. Thousands of testimonials from all parts of the world tell us what we are telling you, that **this is the most satisfactory and most beautiful rose** now known.

In health, hardiness, tremendous growth and for continuous blooming, it stands alone—unsurpassed. Has the vigor of an oak, growing in ordinary soil and under poorest conditions to perfection everywhere. We have seen it here, a single bush 2 feet high with 17 perfect flowers and buds at one time. No

other rose can equal that! We have seen it here in the ice and sleet still blooming and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

Color indescribable a beautiful blending of shell pink in center, shading off to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink.

Flowers immense in size, as big as an ordinary tea cup; buds beautiful, pointed, enormous.

In any size plant it will bloom immediately **this year anywhere**, and continuously until freezing weather.

Massive leathery-like foliage protects it from insect attacks. Needs no petting or coaxing. Plant it where you will—**IT GROWS. IT BLOOMS**—and is an everlasting joy to the beginner or amateur. Grows in any soil or climate. Born in America and ought to be planted in every American home. It has made us famous. It will make you a rose enthusiast forever.

NEW LOW PRICES, POSTAGE PAID, on the two great ROSES "JEANNETTE HELLER," illustrated on second cover page and the greatest crimson rose in the world, "PRIDE OF NEW CASTLE," illustrated on front cover page, are as follows in magnificent, own-root, pot grown plants ready for immediate blooming: Strong first size plants, 25c each, 5 for \$1.00; \$2.25 per dozen, prepaid by parcel post. Large two year old plants 75c each, 6 for \$4.25; \$8.50 per dozen by prepaid parcel post. Still larger Star size plants, 90c each; 6 for \$5.00; \$9.50 per dozen by prepaid parcel post. Prices include privilege of selecting in any quantity one or both varieties. All pot-grown, on own roots.

New Values In Pot-Grown Roses---

New Low Prices---We Pay Postage

Forward looking business men are meeting the unusual conditions prevailing, by adopting new methods and increasing the quality of their product, AND REDUCING PRICES.

New methods of growing these famous, "ROSES OF NEW CASTLE" have produced new values in improved, magnificent plants, adding new values as sensational as those found in automobiles as compared to a few years ago. Without reservation, we state that our rose plants this year are the **best plants in America for amateur growers and the best plants we have grown in 40 years.**

Kept during the winter at a temperature slightly above freezing, which is nature's treatment, planted in the spring they burst into magnificent growth like all winter rested trees and plants producing their gorgeous flowers early, in abundance and continuously. There are no roses to compare with them, either in quality or price.

Prepared for amateurs and beginners and people of modest means, we have accomplished almost the impossible by marvelously increasing the high standard of the plants and at the same time, reducing the prices, and on top of all this, **prepaying all shipping charges.** Depressions sharpen wits, and the purchaser as well as ourselves, receives unusual benefits.

These famous **own-root pot-grown plants** of ours are free of diseases so commonly found in field-grown, dormant, wild root nursery rose plants, which soon kill them off. We refer to brown canker, common cane canker as

well as black spot and mildew. The "ROSES OF NEW CASTLE" are free of disease and will remain that way under average conditions, when planted in ordinary good garden soil. They are absolutely healthy and trustworthy, requiring no petting, coaxing or spraying. Why then, take any chances? Buy dependable roses like these. Glorious returns assured when you do.



P. J. LYNCH, Owner
Heller Bros. Co.

HOW TO GROW THE "ROSES OF NEW CASTLE"

Our pot-grown rose plants may be planted anytime after severe freezing and heavy frost is past, and on up through the year in May,

June, July, August, September—anytime until severe freezing weather again—**Because they are grown in large pots or crocks**, there is no closed season for planting them. Nursery, field-grown wild root plants must be set out not later than April, while they are dormant (in storage houses). You take the risk of making these plants grow, while we take all the risk in perfecting these pot-grown plants.

There is no argument which is the best for the amateur. The whole difference is that we take all the risk, bringing the plants to perfection before we ship them, while in dormant, nursery-grown, wild root plants, you must do that. Our plants have no wild roots, suckers or shoots such as are frequently found in the dormant roses, coming from the wild roots.

Unless you are experienced, you will eventually have a wild rose plant.

Our own-root plants are always the same. As long as any part of the root survives, even though the tops may be killed off, you still have the real rose plant and it will come back again stronger than ever, from the parent root. If

you plant wild root, dormant plants and the tops are killed back, then you have nothing left but a wild rose.

Before buying, insist on knowing whether the roses are on their own roots, or budded or grafted on wild roots. Whether or not you buy from us, we advise you to plant own-root rose bushes and avoid disappointment. **BE SURE TO READ WHAT THE U. S. GOVERNMENT SAYS, PAGE 27 ALSO, "ROSE GROWING MADE EASY," PAGE 20.**

Of very great interest are the testimonials in this book, from all over the world. They offer conclusive proof of genuine satisfaction in prices, quality, blooming capacity, and easiness of culture. Our plants are the last word in rose perfection—**the best and cheapest in price in America.**

Preparation of Soil. Now as to their cultivation. There has been so much misinformation appearing in prominent publications, written by inexperienced and alleged specialists who simply know nothing whatever about the practical side of rose growing, the wonder is that these publications have not done what they are now doing generally, refraining from printing these out-pourings of "chain" writers, some of whom now admit what they have already written has been inconsistent.

There is no mystery, no difficulty in growing these famous "ROSES OF NEW CASTLE".



'Roses sent me last year did fine. Jeannette Heller is the best of all in growth and bloom.'—James C. Edwards, Duquesne, Penna.



You don't need elaborate instructions, technical plans of drainage, a multitude of don'ts and do's to follow, lists of roses, many of which are foreign grown and unsuited to the varying climatic conditions of this country—all of this and more has tended to confuse the mind and has discouraged many who want a few rose bushes for the pleasure they give. Don't pay any attention to such instructions. Roses are not a burden. They are intended to be a pleasure and if you will plant the "ROSES OF NEW CASTLE" you will be rewarded with beautiful flowers under the most ordinary conditions. Good garden soil such as will grow corn, peas, beans etc. is ideal. When it is possible, enrich the soil with well rotted manure. Cow manure is best. Horse manure if thoroughly rotted will do. If you use chicken, pig, sheep and other animal manure use it sparingly, if at all. Bone meal and air slacked lime may be used lightly. Spade deep—fifteen inches or more if you can, for reasonable drainage and to hold moisture in hot weather.

When to Plant. Plant after all danger of frost is past, and any time thereafter that suits you. There is no closed season for planting our roses; being pot grown, they may be set out in the Northern and Middle states any time during the growing season, spring, summer or fall. In the Southern and Pacific Coast states, plant whenever it suits best. Our plants are always ready to plant and with perfect safety.

How to Plant. Plant them as a rule, if in beds, 18 to 24 inches apart. Nothing ironclad about this. Plant to suit yourself or your space. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting pour the water around the roots until you are sure that the soil at the bottom of the roots is well dampened. Don't be afraid to water them at this period, and when this is done don't water too much afterwards. Roses are like corn; they like hot, dry spells and heavy rains. If the roots are kept wet all the time the young feeding roots will not develop, so if they dry out now and then it will be helpful, and if you must water—water them well after such drying periods. Roots are developed when the plants are on the dry side from time to time. If you have water under pressure, syringe the foliage frequently. It helps to maintain health, just as we all find a bath refreshing, as well as healthful. As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. As you cut them it helps to develop more blooming shoots. When the plants are growing actively, feed them, say every ten days to two weeks, lightly of course. Use Stim-U-Plant tablets which are very effective.

Winter Protection. This writer, after a lifetime of observation, has arrived at the con-

clusion that more rose plants are killed from too much, misdirected kindness than all other causes combined. In my own yard I have Tea Roses, Baby Ramblers, Hybrid Teas and Hybrid Perpetuals. I have never protected my plants at all, and have lost practically none. I don't say this is a rule to be followed, but I do say this. A large percentage of amateur planters, as soon as the first heavy frost comes, commence covering their rose plants. This is the wrong procedure. Don't commence protection until real freezing weather comes—then put a good covering of soil around the plants, then leaves, litter, straw; heap plenty of soil up around the stalks. Now, here again, is the value of the "ROSES OF NEW CASTLE." Because they are on their own roots, the tops may be completely winter killed, but they will start again from the roots the following spring. Not so with the nursery-grown, wild-root rose plants. If their tops are winter killed you have nothing left but a wild root. Our roses are therefore more enduring, far more valuable, and it is not unusual for them to last a lifetime. Uncover the plants in the early spring, gradually, just the same as you covered them, so when all danger of freezing is over you will have them practically uncovered. Now don't cover too early or too much, and don't let the covering stay on too long in the early spring.

PRUNING

When plants fail to mature buds, remove a large percentage of the undeveloped buds and imperfect blooms. If the bushes are more spreading than desired they can be pruned back without injury **about one-third of their growth in early spring, before they foliage out.**

MILDEW

Mildew does not seriously damage but makes the plant unsightly. The remedy is to dust the foliage in the morning while the dew is yet upon it, with sulphur flour, which may be had at almost any grocery or drug store.

BLACK SPOT

Black Spot is caused as a rule by continuous wet weather or an unfavorable, damp location. Spray with a mixture of Bordeaux, which you can secure at any drug store. It will be found our rose plants are not so affected unless the location is unfavorable.

GENERAL INFORMATION

After planting, if the leaves turn yellow and drop off, do not be alarmed. Nature thus conserves the vitality of the plant. Immediately the plant will throw out new and stronger shoots. During the growing season if the plants develop diseased foliage that indicates the root action is poor and the plant needs nourishment, in the way of a good plant food. Roses like sunshine. Partial shade is not so harmful but they do best in full sunshine. Do not plant too close to trees or shrubs.

WRITE US IF YOU NEED HELP

Feel free to write us at any time, and please send stamped envelope for reply. We will help you in every way we can. If you are in doubt about the proper selection you can safely leave it to us. If the plants do not develop as they should, write us and it is possible we can help you. With the vigor, vitality and general health of our plants, if these simple instructions are followed, it will be the exception to the rule if you do not have splendid success with our roses.

HELLER BROS. COMPANY, New Castle, Ind.

"ROSES OF NEW CASTLE", ALWAYS POT-GROWN



"I want to commend you on your method of packing. All received in perfect condition."—F. David Sunderland, Cobble Hill Rd., Sayberville, R. I.



New Hardy Everblooming Garden Roses



Famous Talisman Rose

The yearly crop of new roses brings but few that are worthwhile. Unless you want to experiment, no need to go outside of what is offered here. Hardiness, health, freedom of bloom, beauty of flavor, and wide range of new color effects—all will be found in our list. All are bush type, hardy garden roses. Hybrid Teas, except as noted.

Talisman

Sensational and world famous new bush rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange yellow with coppery red shades, blended into a combination seen in no other rose; fragrant, exquisite buds, very hardy, free-blooming. The most sensational introduction in fancy colors now known. Sold only in strong 2-year, pot-grown plants and larger, star-size plants. See prices below.

PRESIDENT HOOVER—New novelty bush rose, free-blooming, gorgeous colors—shades of orange, pink, coppery red, with orange yellow at base of petals,

suffused with rose pink—dazzling and impossible to describe. Lovely buds, flowers 7 inches across, exquisite fragrance. Selected as the best of 40,000 new prospects; given highest honors and gold medals everywhere. Very hardy. **Sold only in strong 2-year, pot-grown plants and larger, star-size plants. See prices below.**

CHAPLIN'S PINK CLIMBER—Pronounced as the best hardy climber introduced in years. Large flowers, clear, sprightly pink, borne in immense trusses. A pink "Paul's Scarlet".

CRIMSON BEAUTY—New. Improved "Gruss an Teplitz". Strong, clean, sturdy, bush. Glowing crimson flowers, borne continuously. Very hardy.

Mrs. A. R. Waddell

Rivals "Rev. F. Page Roberts" better grower. Beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among roses; too little known. Distinct, strong, free, hardy.

LADY ALICE STANLEY—Color, coral-rose, inside of petals shading to flesh pink. Very beautiful. Easy to grow.

ROSELANDIA—Dark saffron-yellow. Considered an improved "Ophelia". Sweet perfume.

W. FREELAND KENDRICK—Buds medium, flowers large, double. Color, flesh deepening to peach in center.

SENATOR MASCURAND—Unusually healthy. Exquisite large deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare, scarce, beautiful.

SENATOR MASCURAUD—Unusually healthy. Exquisite large deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare, scarce, beautiful.

Joanna Troutman

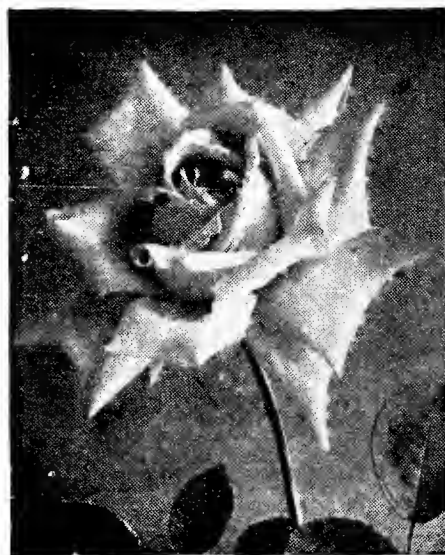
Deepest new yellow bush rose. Strong growing. Beautiful foliage. Insect proof. Blooms constantly. Buds long, deep copper color, flowers rich orange.

PADRE—New. Improved "Mme. Herriot". Brilliant coppery scarlet, flushed yellow at base of petals. Semi-double; beautiful long buds.

RAPTURE—Intensely brilliant colors, bright apricot, coral rose, and gold. Beautiful buds, large flowers. Gorgeous.

MRS. HENRY MORSE—Best new two-tone, much sought for. Contrasting shades of pink, glowing yellow undertones. Gorgeous.

MME. GREGOIRE STAECHELIN—New Spanish climber. Much talked about and high priced. Strong, climbing, hardy everywhere. Buds crimson, expanded flowers showing splashes of carmine, pearl pink inside; striking.

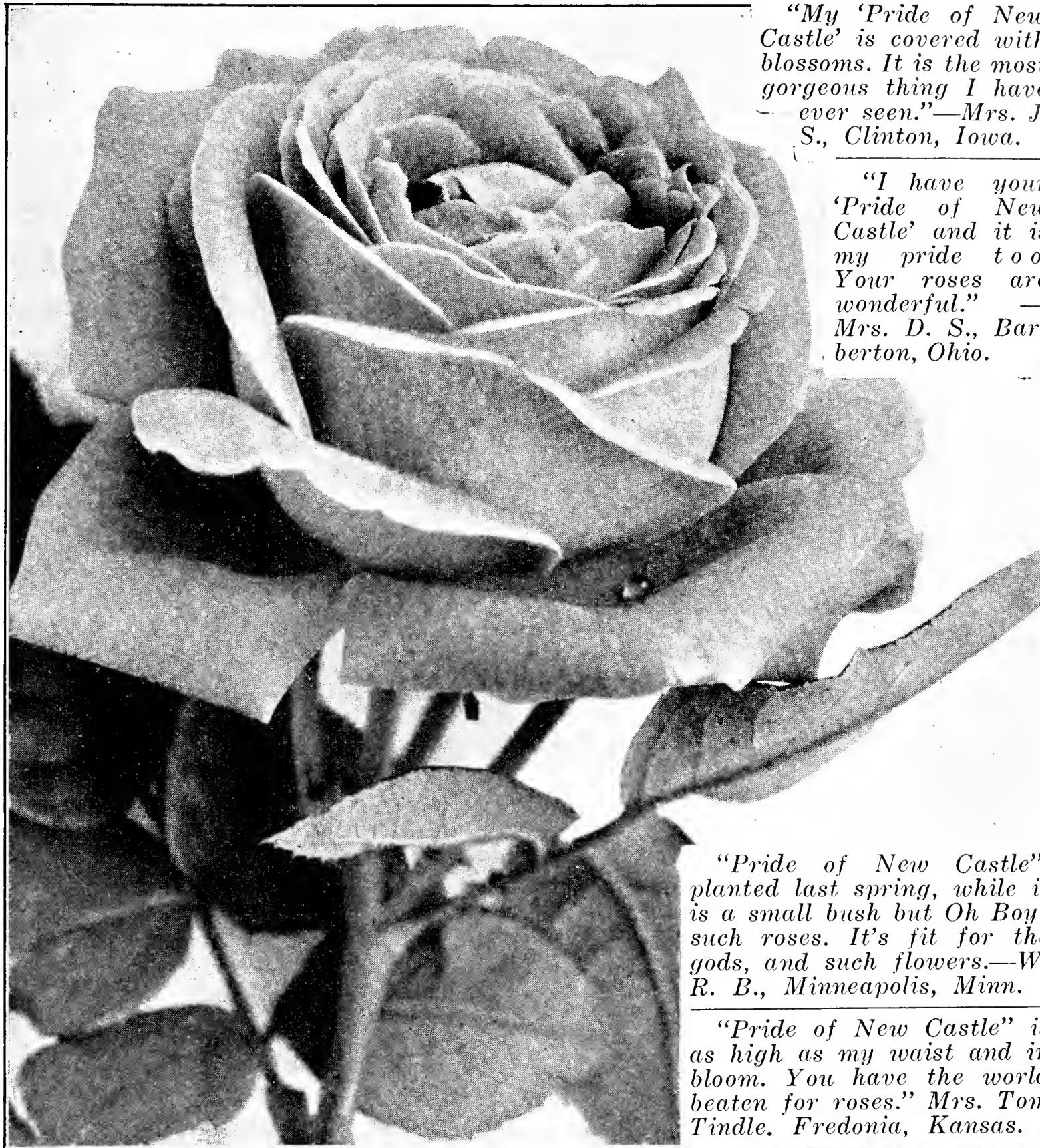


Mrs. A. R. Waddell



Joanna Troutman

NEW LOW PRICES, POSTAGE PAID, of all roses on this page, strong first size plants 25c each, any 5 for \$1.00 postpaid; Strong two year old plants, 75c ea., \$8.50 per dozen, assorted; any 6 at doz. rate, prepaid by parcel post. (Former prices 90c and \$1.00 each). Still larger star size plants 90c each; \$9.00 per doz., assorted; any 6 at doz. rate, prepaid by parcel post. All pot-grown on own roots.



"My 'Pride of New Castle' is covered with blossoms. It is the most gorgeous thing I have ever seen."—Mrs. J. S., Clinton, Iowa.

"I have your 'Pride of New Castle' and it is my pride too. Your roses are wonderful." — Mrs. D. S., Barberton, Ohio.

"Pride of New Castle", planted last spring, while it is a small bush but Oh Boy! such roses. It's fit for the gods, and such flowers.—W. R. B., Minneapolis, Minn.

"Pride of New Castle" is as high as my waist and in bloom. You have the world beaten for roses." Mrs. Tom Tindle. Fredonia, Kansas.

"Pride of New Castle"

OUR BRILLIANT NEW CRIMSON BUSH ROSE

We state without reservation that this sensational, new, deep crimson, bush rose is the best rose of its color now known. To introduce such a rose is the life ambition of every Rosarian. Originated by Mr. E. G. Hill, the distinguished American Rosarian, from whom we purchased the entire stock. It can be had only from us. An American rose for America.

It is of strong, vigorous growing bush type, foliage is large, heavy and very free from disease. Bears its magnificent flowers in wondrous abundance, continuously.

Flowers immense in size, very double, covering the bush continuously during the growing season; long stiff stems. No other crimson rose can compare with it. **Color, gorgeous, deep shining, velvety crimson, sometimes lighter color.** Deliciously fragrant. Very hardy. In our gardens it stood 25 degrees below zero unprotected. Unquestionably the most brilliantly beautiful garden, bush rose of its color in the world.



P. J. LYNCH, Owner, Heller Bros. Co., and introducer of the great "Pride of New Castle".

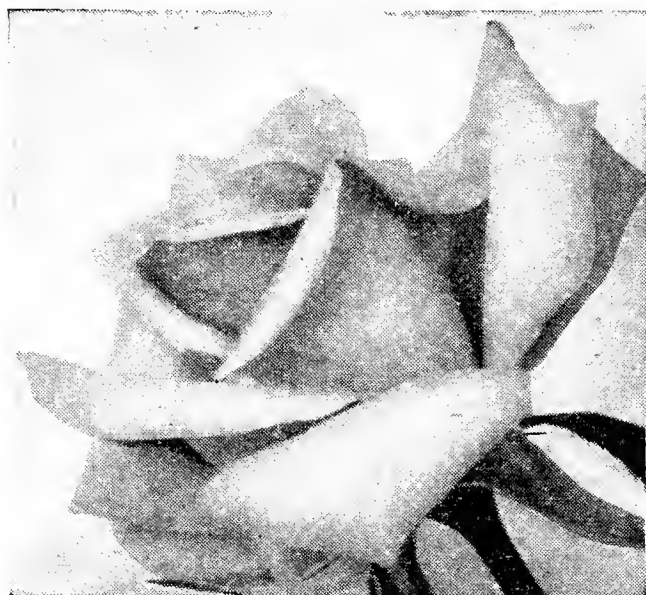
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"The roses arrived in good condition. No other firm packs them so well."
—Richard J. O'Fallon, U. S. Naval Station, Guantanamo Bay, Cuba.



NEW ROSES—Continued

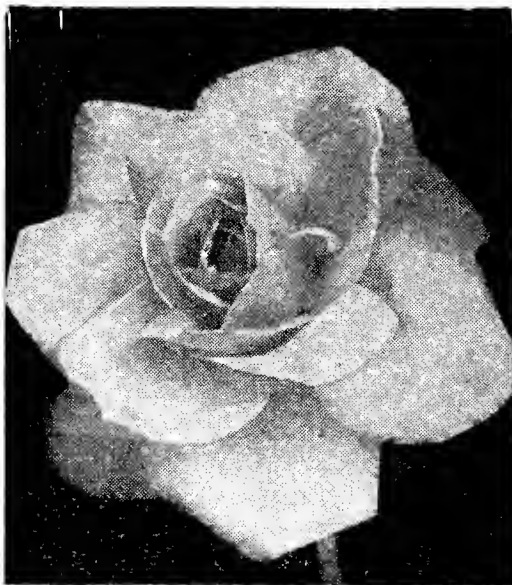


Great Crimson Rose, Courtney Page

ROYAL RED—Flowers enormous. Scarlet red, almost black shadings; delicious fragrance.

EDEL — Bud large, flower large, double, stately; fragrant; white with ivory shading.

ELSIE BECKWITH — Rich glowing rosy pink, sweetly scented blooms, with large bold stiff petals on long stems. Vigorous upright grower.



La Champagne

DUCHESS OF WELLINGTON — Blooms very large, full and perfectly formed with high pointed center. Color a dainty saffron-yellow. Vigorous, free flowering.

LADY URSULA—Pale pink, blooms continuously throughout the summer.

LA CHAMPAGNE — Semi-double peach colored blooms, slightly shaded darker. Better than Madam Butterfly.

RED GIANT—Bears lovely carmine colored flowers throughout the season.

CITY OF LITTLE ROCK — Beautiful bright pink. Flowers large. Strong grower, free flowering.

JOHN COOK — Color clear pink, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden roses of our time.

KOOTENAY — Flowers of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great rose.

RED COLUMBIA — Color brilliant scarlet crimson of exquisite shading.

COURTNEY PAGE—Magnificent flowers, large, full double. Intense glowing crimson overlaid with a velvety sheen. Grand grower. None better.

TEMPLAR—Clear, bright crimson red of exceedingly double form. Flowers wonderfully beautiful.

REV. F. PAGE ROBERTS (H.T.)—Similar to Mrs. A. R. Waddell, but Waddell is better—larger flowers, stronger grower. Hard to describe, copper red going to golden yellow, the outside petals a reddish tint.

Two year old, pot plants only, prepaid by parcel post, 85c ea.

DAVID O. DODD—See illustration, back cover page, of this marvelous new crimson rose.

BRIARCLIFF—Great garden rose. Brilliant pink, enormous; highly scented. Healthy, strong growing.

ETOILE DE HOLLAND—Bright red flowers of medium size, fairly full, deliciously perfumed.

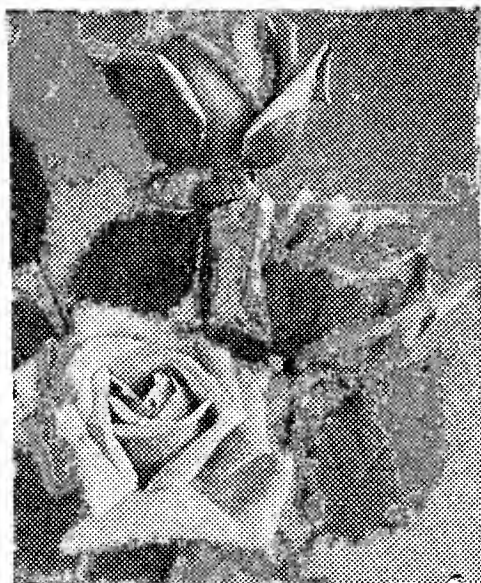
JOHN C. MENSING—Bright shimmering pink shaded golden. Petals large, well formed; gorgeous.

ROSE HILL

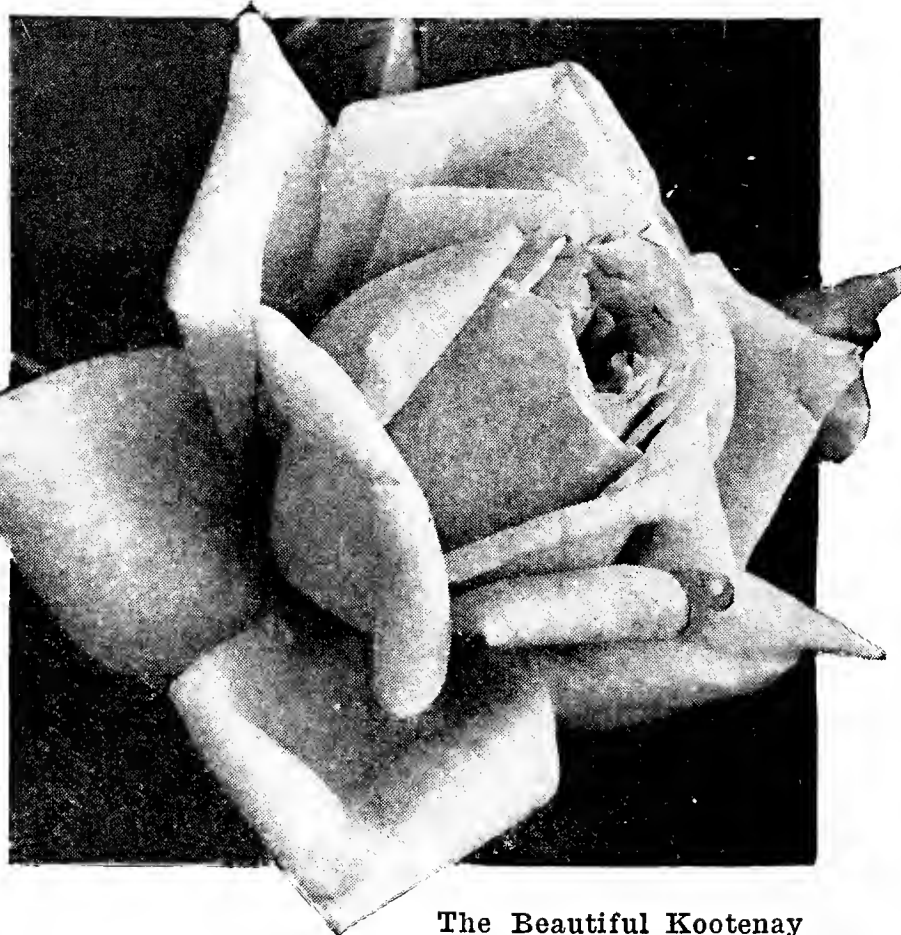
—Improved Columbia. Pure rose pink. Unsurpassed in size, beauty and healthy growth.

GARDEN GEM

—Grand grower, absolutely free from disease. Satiny pink flowers of lovely form. Magnificent bloomer. One of the best new roses.



City of Little Rock



The Beautiful Kootenay

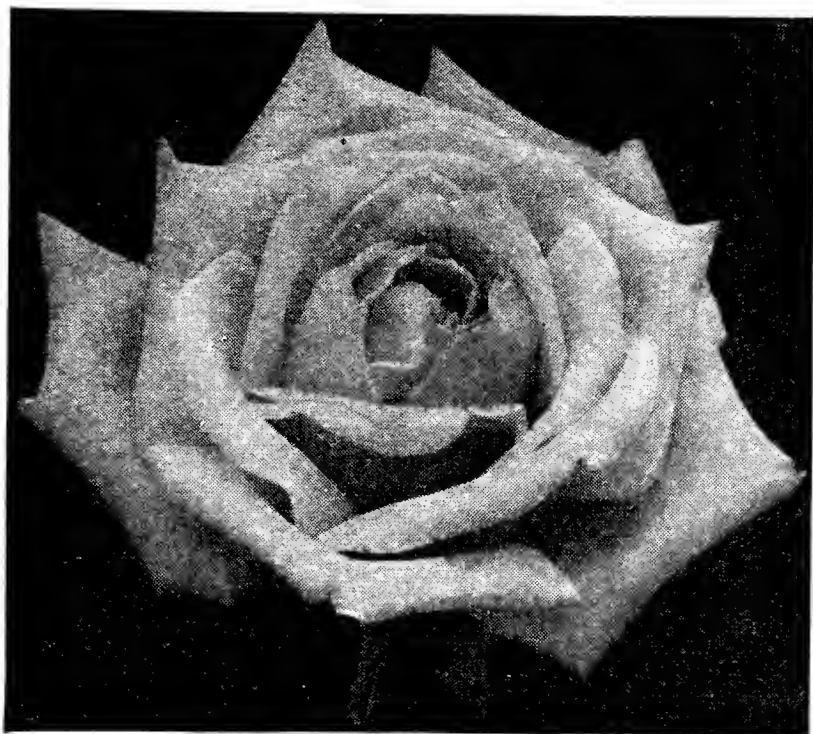
NEW LOW PRICES, POSTPAID, on all roses on this page, except as noted: Strong, first size plants, 25c each, any 5 for \$1.00 postpaid; Strong two year old plants, 70c ea., \$8.00 per dozen, assorted; any 6 at dozen rate prepaid by parcel post. Still larger star size plants 85c each; \$9.00 per doz., assorted, any 6 at dozen rate, parcel post prepaid. All pot-grown on own roots.



"I will have to compliment your company as having the best packed roses."
—Mart DoRan & Son, 224 S. 10th St., Lincoln, Nebraska.



Hardy Everblooming Garden Bush Roses



Red Radiance

Red Radiance

A Great American Bush Rose

Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy and free blooming.

SUNBURST (Giant Yellow) — Immense buds, long and pointed on strong stout stems opening into beautiful gigantic, full deep, double flowers, which are borne continuously. Color coppery yellow, with golden orange in deeper shades. Magnificent bush rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth.



Rhea Reid

On this and the following pages are offered all the great Hybrid Tea, garden bush roses that are planted by nearly everybody because of the sound satisfaction they give everywhere. They bloom continuously from early summer until severe freezing weather; have large bold, handsome, exquisitely fragrant flowers in most gorgeous colors. Like all roses they are benefited by winter protection. Once planted these great garden roses are practically permanent.

MRS. AARON WARD—Very distinct, coppery orange in the bud, golden orange when partly developed and pinkish fawn when fully opened. Splendid; pleasing fragrance. Plant is dwarf, spreading with healthy holly like foliage; always blooming.

OPHELIA—Salmon flesh, shaded rose. Buds of unusual beauty, opening full and double. Of strong habit, produces its flowers in great profusion. Very hardy. A most lovely and famous rose. Very popular.



Pink Radiance

Pink Radiance

Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

VICTOR—Strongest growing garden rose we have ever seen. Immense foliage. Deep, rosy, very large pink flowers on long stiff stems. Buds long and pointed opening full and double.

Rhea Reid

The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet crimson, gorgeous in appearance.

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: First size plants, 25c each, any 5 for \$1.00, postpaid. (Former price 30c each). Strong two year old plants, 70c ea., \$8.00 per doz. assorted any 6 at doz. rate, prepaid by parcel post. (Former price 85c and 95c each). Still larger star size or specimen plants at 85c each, \$9.00 per doz. assorted, any 6 at doz rate, prepaid by parcel post.

EVERYTHING POSTAGE PAID, SATISFACTION GUARANTEED



"I bought some roses from you several years ago and they are still beautiful."—Shutt Flower Gardens, 260 E. North St., Hillsboro, Ohio.



HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

GEN. MACARTHUR (H.T.)—Wonderful scarlet crimson blooms. Bears continuously. Highly perfumed. Erect plant, fine foliage. Very good.

RICHMOND—Vivid red, exquisitely shaped, immense fragrant flowers are nothing short of gorgeous. Free flowering all summer.

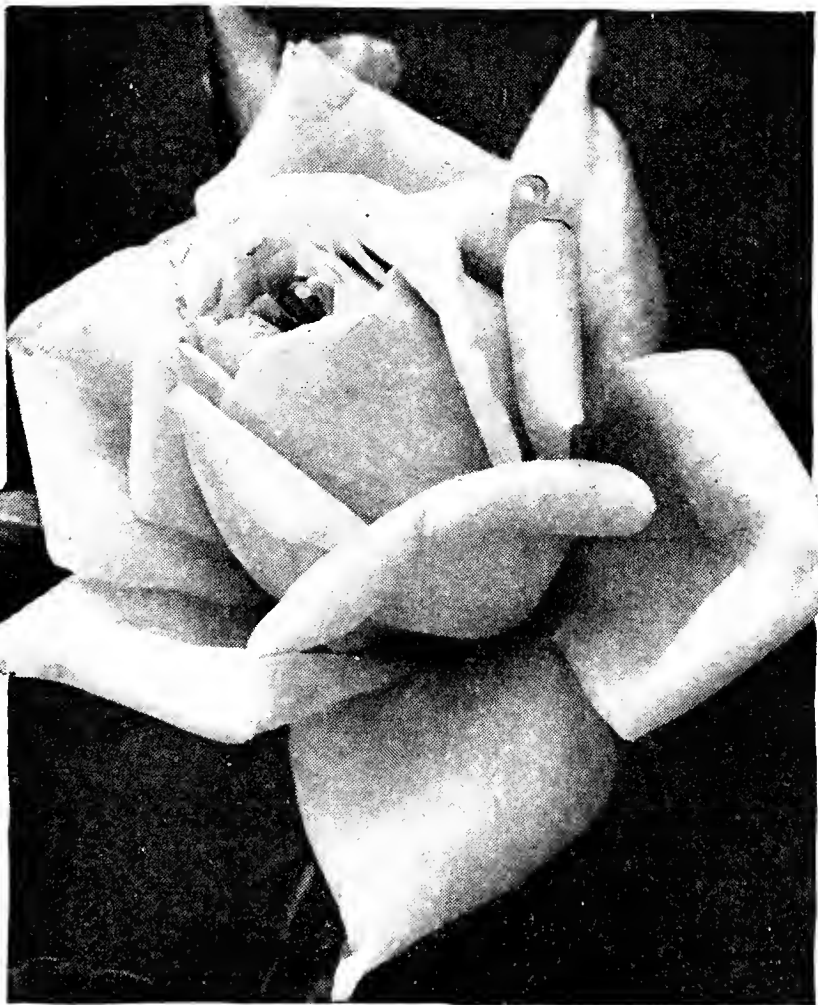
Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose—Considered one of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect. Splendid cutting rose.

Silver Columbia

An offspring of the great "Columbia", with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong, healthy grower.

HELENA CAMBIER—Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon rose to coppery rose. Hardy everywhere. Don't overlook this great rose. See illustration of it and prices 4th cover page.



Silver Columbia



Gruss an Teplitz

COLONEL R. S. WILLIAMSON — New and lovely satiny-white with deep blush center. Blooms large, free flowering.

COMMONWEALTH—Buds, long pointed, flower very double, large, of fine substance; solid deep pink color, long, strong stems.

AMELIA GUDE—Flowers beautiful, of a pleasing shade of golden yellow, petals tipped lighter. Free bloomer, good grower.

ETOILE DE FRANCE—The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large massive, deep, full cup-formed flowers of clear red or velvety crimson.

MME. EUGENE E. MARLITT — Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade. A pleasing rose.

LORD CHARLEMONT—Clear crimson, deepening to carmine crimson almost black shadings, large, full, sweetly scented. A magnificent rose.

LA FRANCE—Bright pink flowers with curled petals showing silvery tints; intensely fragrant. Plant strong; healthy.

CRIMSON QUEEN—There is no color that produces the show that a good crimson does. This is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom, extremely hardy.

NEW LOW PRICES, POSTAGE PAID, of all roses on this page: First size plants 25c each, any 5 for \$1.00, postpaid. (Former price 30c each). Strong, two-year-old plants 70c each; \$8.00 per dozen assorted, any 6 at doz. rate; prepaid by parcel post. Star size or specimen plants at 85c each, \$9.00 per doz., assorted, any 6 at doz. rate, prepaid by parcel post. (Former price \$1.00 and \$1.15 each).

**PLACE
THREE
CENT
POSTAGE
STAMP
HERE**

Heller Brothers Company

New Castle,

**NEW CASTLE ROSE COMPANY
P. J. Lynch, Owner**

Indiana

**Famous Own Root Roses
of
NEW CASTLE**

Name_____

Street, P. O. Box or Rural Delivery_____

Postoffice_____

State_____

WRITE NAME AND ADDRESS PLAINLY



"Roses received from you in splendid condition. I want to compliment you on the sturdy plants you sent."—L. M., Sioux City, Iowa.



HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

Alexander Hill Gray

We are firmly convinced that this lovely bush rose is one of the very best, if not the best yellow, everblooming, garden rose. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease.

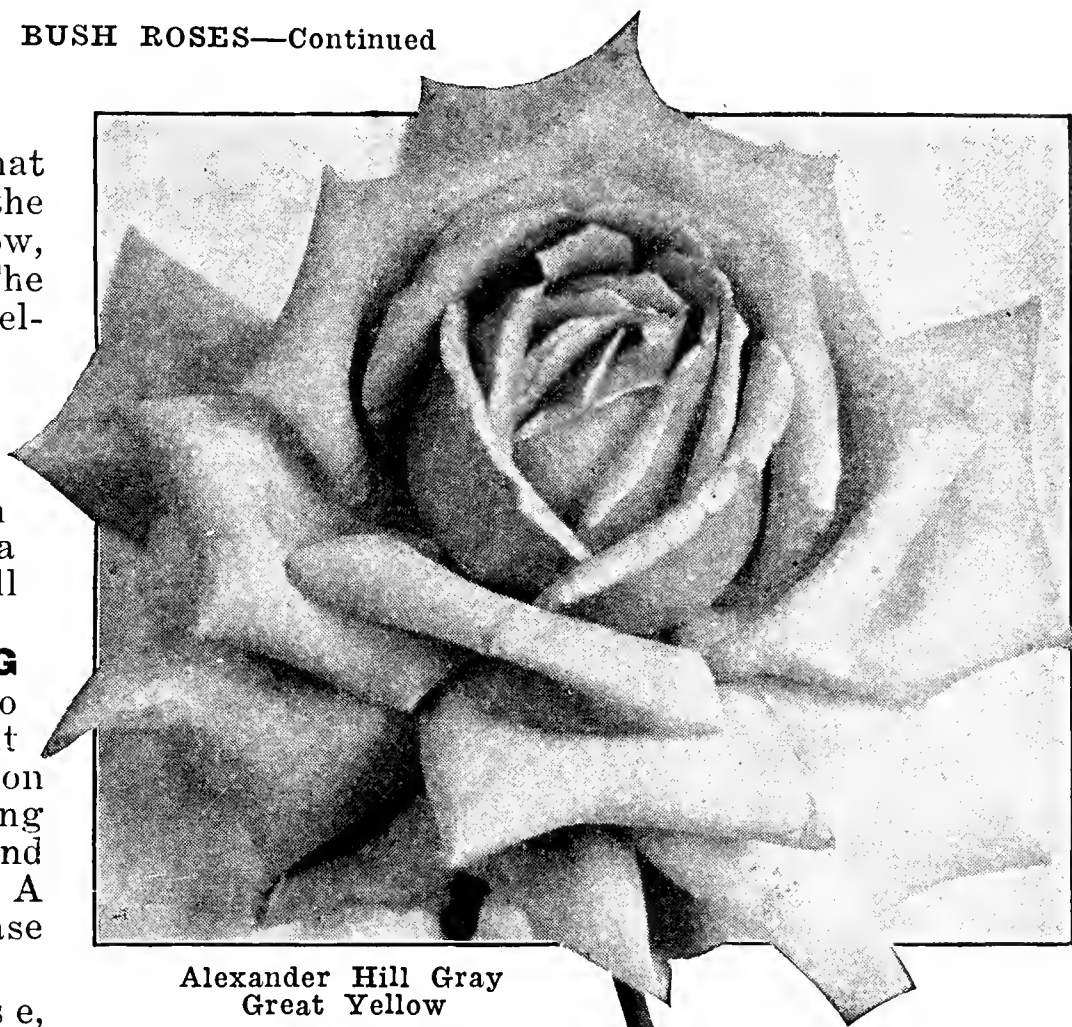
PRINCE E. C. D'ARENBERG

—This really great rose seems to be overlooked. Flowers of a bright scarlet, shaded maroon, borne on long, straight stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower, with fine disease resistant foliage.

PREMIER — Blooms immense, buds long, full, pointed. Color rich, deep, rose-pink, without shadings.

HOOSIER BEAUTY — It is exquisitely beautiful, producing its gorgeous flowers in profusion all the time. And such flowers. Deep, double, immense in size, gloriously formed, color superb velvety crimson.

NATIONAL EMBLEM—Crimson, overlaid with deep, velvety crimson, shading to deeper vermilion edges; buds long and pointed, blooms full, deep and double; fragrant.



Alexander Hill Gray
Great Yellow

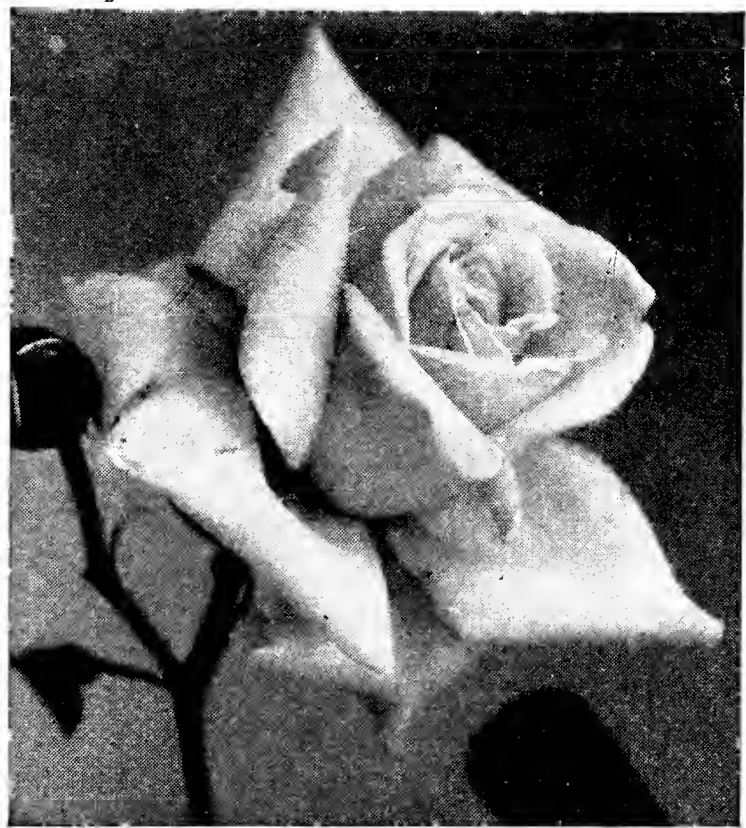
AMERICAN BEAUTY—The fame of our American Beauty roses is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems. Hardy with protection. Blooms with unusual freedom.

MADAM BUTTERFLY — Imagine exquisitely formed buds of Indian ochre with yellow at the base with intermediate tones of clear brilliant shades of coral pink, opening into deep, full flowers, a glorious effect. Strong growing, free blooming.

Kaiserin Augusta Victoria

A great white, hardy, everblooming rose. Strong sturdy grower; free flowering; has become the most popular of all white roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long stiff stems; deliciously fragrant; especially good in autumn. Plant is moderately vigorous and very hardy. A lovely, truly indispensable white garden rose.

JONKHEER J. L. MOCK Gorgeous Giant Pink—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden rose.



Kaiserin Augusta Victoria

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"Climbing Columbia" is the best climbing rose in existence. The flowers are beautiful.—M. A. H., Sedalia, Mo.



One of the greatest garden roses, Columbia

Columbia

Lovely Pink Garden Bush Rose

As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from diseases. A marvelous garden rose.

GUARANTEED HEALTHY PLANTS

Never in our experience has it been more important to have healthy plants than today. Our plants are absolutely healthy and this fact is certified to by the certificate of cleanliness and absolute health from our state entomologist which accompanies every shipment.

SCIENTIFIC PACKING—Next to the soil in which a Rose is grown (and our soil is unsurpassed) the most important consideration from the buyer's point of view, is how the order is packed when it is sent you. We have perfected a system of packing roses and other plants that is so perfect that we ship with safety to all parts of the world. During a single season we have shipped to every nook and corner of America, to Canada, New Zealand, Siam, British Honduras, Philippine Islands, Bahamas, S. W. Africa, Dutch West Indies, China, Newfoundland etc. We receive hundreds of testimonials telling us of the wonderful condition the plants arrive in and that is because we know how to pack them.

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00 postpaid; two-year-old plants 70c each, \$8.00 per dozen assorted, any 6 at doz. rate, prepaid by parcel post. Larger star size plants, 85c each, \$9.00 per dozen assorted; any 6 at doz. rate, prepaid by parcel post. All on own roots.

RED LETTER DAY — A velvety brilliant scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet; a rose of exquisite grace.

FRANCIS SCOTT KEY—A magnificent garden rose named in honor of the author of the "Star Spangled Banner". Color a glowing scarlet with darker shadings. Buds long and pointed, opening full and double.

CLOTHILDE SOUPERT—New roses come and go but this great everblooming bush rose is still one of the greatest of all roses ever introduced by any one. Has everything a rose ought to have — beautiful flowers borne in amazing profusion continually. Splendid for cutting. We could fill a page of good things about this rose. A strong dwarf grower and a wonderful bloomer, producing clusters

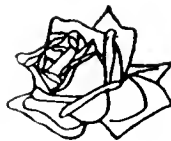
of full, double flowers. Color effect is a beautiful ivory white with silvery rose center.

CLIMBING COLUMBIA—A Remarkable New Climbing Rose—Identical with the great "Columbia" having all the parent's desirable features and in addition it is a wonderful climber, growing ten to fifteen feet in a single season. Blooming as it does continuously, bearing blooms of immense size, often measuring six inches in diameter, this at once becomes the greatest of all pink, hardy, everblooming, climbing roses. Color is the same as "Columbia", a glowing pink, fragrance delicious. A remarkable hardy everblooming climbing rose.

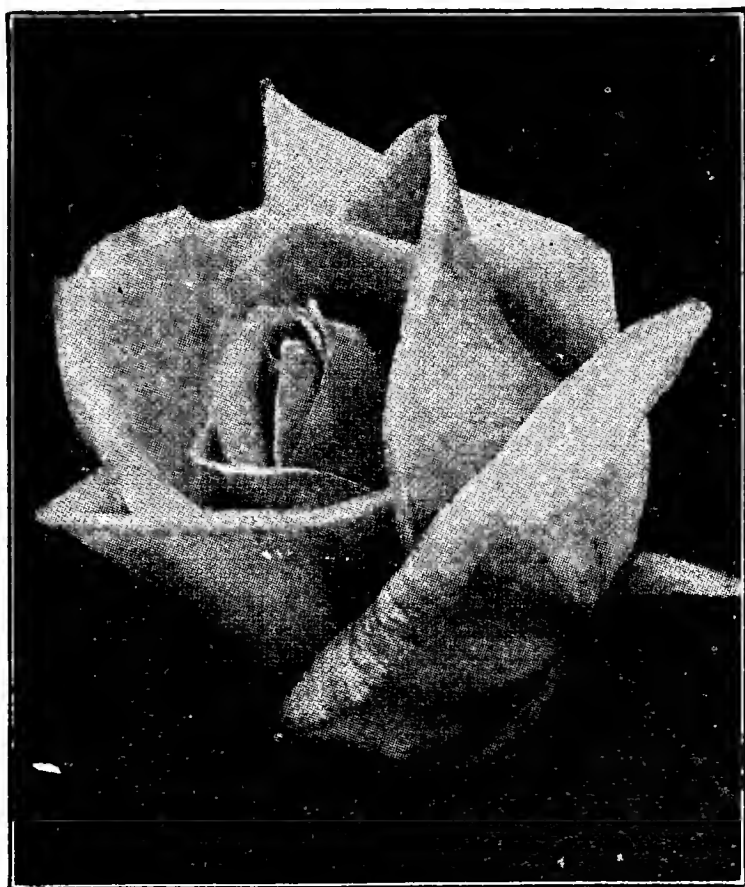
"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous." Mrs. T. F., Paris, Illinois.



"I have had much success with own-root roses and if you refer anyone to me, I can show them some dandies."—E. J. W., Cleveland, Ohio.



Hardy Cochet Bush Roses



Typical Cochet Rose

The Cochet Roses are among the greatest of all hardy everblooming bush, garden roses. Hardy with protection, thriving vigorously, making strong, sturdy bushes everywhere. Flowers are superb. Always in bloom the summer through.

PINK MAMAN COCHET—Its large, full and firm buds open into large, perfectly double flowers of splendid substance on long stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

CRIMSON MAMAN COCHET—One of the best hardy Roses of its class and color. Bears immense quantities of deep, velvety crimson. Roses of exquisite fragrance.

WHITE MAMAN COCHET—Snowy white, occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

RED MAMAN COCHET—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson. A great red rose.

YELLOW MAMAN COCHET—A typical Cochet Rose. A deep, golden yellow, considered one of the very finest yellow Roses.

SPECIAL OFFER—Cochet Roses, one each, 5 in all 90c, postpaid; extra strong two-year-old plants. 5 in all \$3.00 by prepaid parcel post; still larger, star size, 5 in all, \$4.00 prepaid by parcel post.

PLEASE ORDER AS THE "COCHET SET"

Lovely Killarney Roses

Yellow Killarney

MME. JENNY GILLEMOT—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom all summer. The equal of Souv. de C. Pernet, or any other yellow rose.

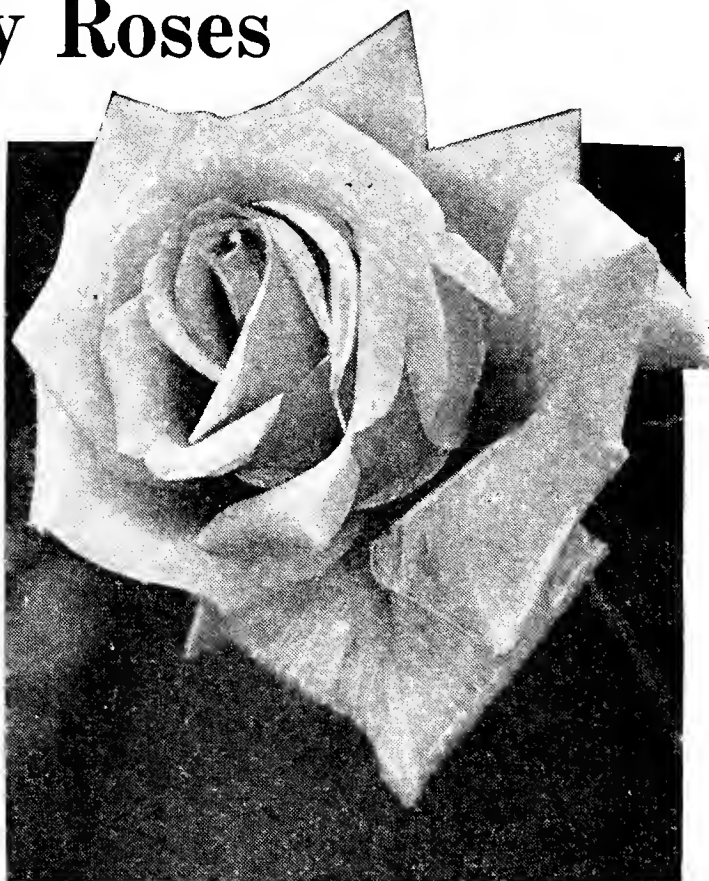
WHITE KILLARNEY—Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful, long pointed form of its buds, so distinct that everyone knows it by its shape.

Pink Killarney

Strong, sturdy and upright, with fine heavy, insect-proof foliage bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant, shell-pink; hardy everywhere. Magnificent in growth; bears its beautiful flowers constantly all summer.



Pink Killarney



Mme. Jenny Gillemot, Yellow Killarney

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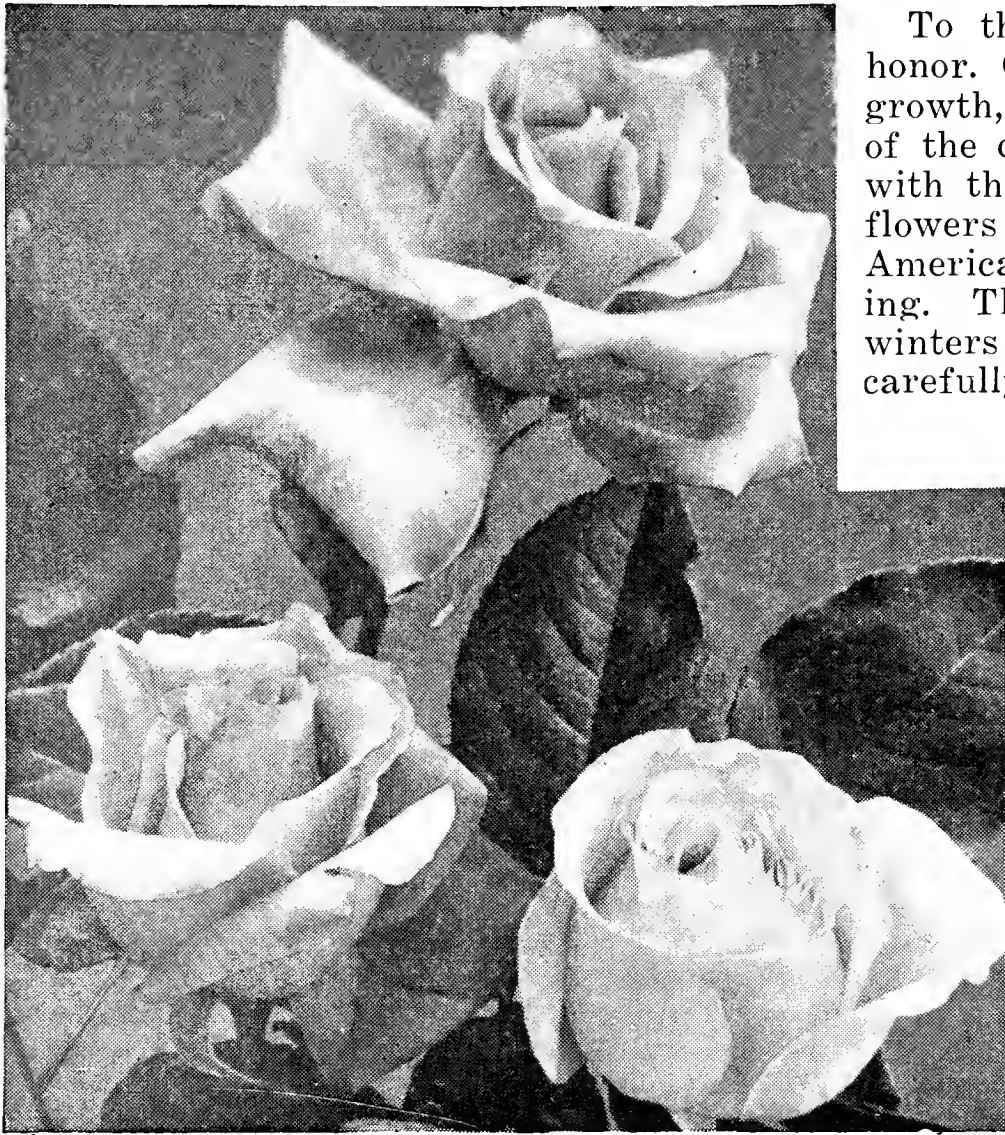
NOW, WE PREPAY ALL SHIPPING CHARGES



"The roses received from you are so fresh and green, and I am well pleased with them."—Mrs. F. B., Cincinnati, Ohio.



Hardy Everblooming Tea Roses



The great yellow rose, Etoile De Lyon

To this class of bush roses belongs all honor. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers and healthy foliage their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

Etoile De Lyon

(Star of Lyon)

Magnificent, golden yellow. One of the hardiest of all tea roses. Strong, healthy grower, unusually so, bearing its superb flowers in amazing freedom and continually. There is no rose to compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size; buds golden yellow, opening into sweetly scented blooms which are fully double to center. This and *Alexander Hill Gray* are the two great, yellow garden roses and are generally hardy everywhere with winter protection. There are many roses in commerce but none to compare with these two great roses in color and most important of all, absolute healthy growth. They do well everywhere, both of them, but each is distinct from the other.

Bridesmaid

Valuable for cutting. Fine in the open ground; color fine, clear dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea bush roses.

MARIE GUILLOT—The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large full and double, the buds are very pretty, of sweet fragrance.

MARIE LAMBERT, (Snowflake) — Large, double, creamy-white flowers, produced in marvelous profusion.

Columbia Set of Roses

Five Beautiful Roses Postpaid 90c

COLUMBIA—Magnificent, large, full double, silvery pink. Fragrant as American Beauty.

KAISERIN AUGUSTA VICTORIA — The handsomest of all cream white Roses. Very hardy and constantly in bloom.

MRS. B. R. CANT—Beautiful, deep pink with silvery center. Double.

MME. FRANCISCA KRUGER — Flowers very large. Color salmon, deeply shaded coppery yellow.

ALEX. HILL GRAY—Large, finely formed flowers of canary-yellow color.

Five splendid, hardy everblooming kinds, 90c prepaid by parcel post. Two year old pot grown plants, \$3.00 postpaid.

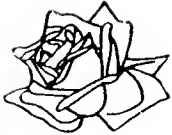


Bridesmaid, Brilliant Pink

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“My ‘Baby Doll’ is doing splendidly and is covered with buds.”—Mrs. F. B., Gas City, Ind.



HARDY EVERBLOOMING GARDEN BUSH ROSES (TEAS)—Continued

Lady Hillingdon

Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

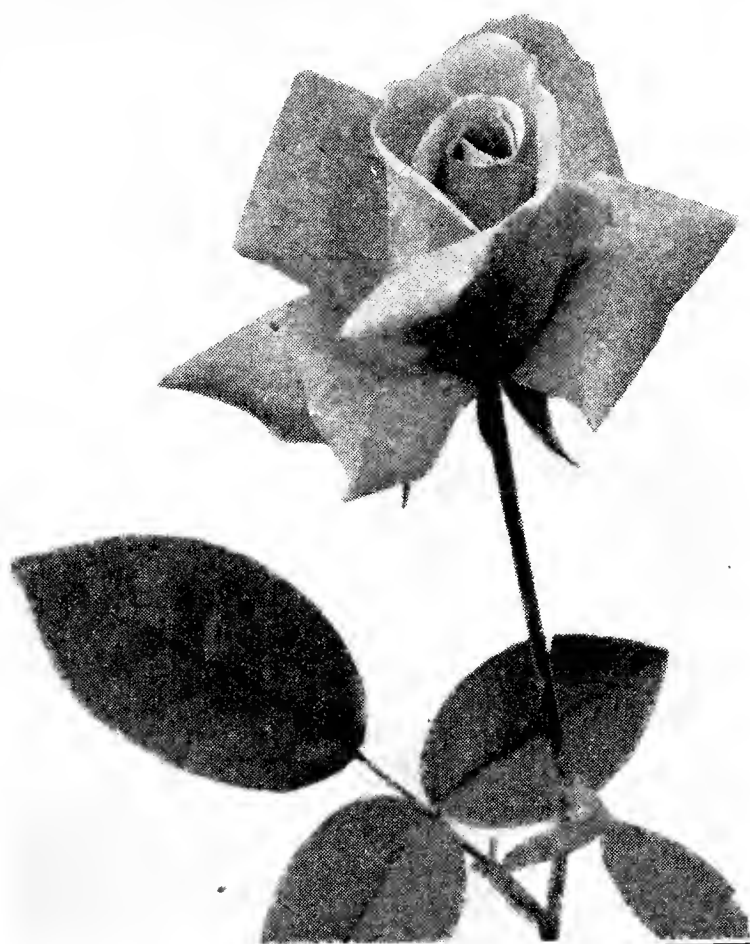
THE BRIDE—There is no other white rose more satisfactory than the “Bride”. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

MRS. B. R. CANT—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant.

WM. R. SMITH—The soft blending of the salmon-pinks, rose pinks, and the magnificent flesh tints resemble the blush of a maiden’s cheek. The flowers are large, full and double, and most exquisitely formed.

CORNELIA COOK—Flowers borne in great profusion; color exquisite pure creamy white, tinged with lemon and blush. A very desirable garden rose.

MME. FRANCISCA KRUGER—This beautiful rose is of strong, bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.



Beautiful Lady Hillingdon

PERLE DES JARDINS—Color, clear golden-yellow, a beautiful shade; flowers large, full, globular form, with great depth and substance, richly perfumed.

“I truly believe there is no other firm in the world that can equal the all around quality of the roses received from you. Each and every plant produced wonderful results. I wish I could tell every rose buyer about them.”—E. T. C., Portland, Maine.

50c **COLLECTION NO. 16** 50c
Fifty cents buys 3 hardy Hybrid Tea Roses, our selection; beautiful colors, all labeled, postpaid.

“Baby Doll” Rose

*Exquisitely Beautiful—Rivals the Rainbow
Our Sensational New Hardy Ever-
blooming Bush Rose*

The most unique rose ever introduced. The foliage is three times as plentiful as is usually found on any rose and is insect proof. *It grows not to exceed 15 inches high, produces hundreds of perfectly formed miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming!* In hardiness and health it is superb, exquisitely formed, dainty and beautiful. *The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, “What a wonderful rose.”* Perfectly hardy everywhere. Still in bloom today in the writers garden. (November 20th).



The Dainty Baby Doll

NEW LOW PRICES, POSTAGE PAID, of above roses; Strong, first size, pot-plants, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants 65c each, \$7.50 per doz., assorted; any 6 at doz. rate, by parcel post prepaid. Large specimen star size plants 85c each, \$9.00 per doz., assorted; any 6 at doz. rate, prepaid by parcel post. All pot-grown on own roots.

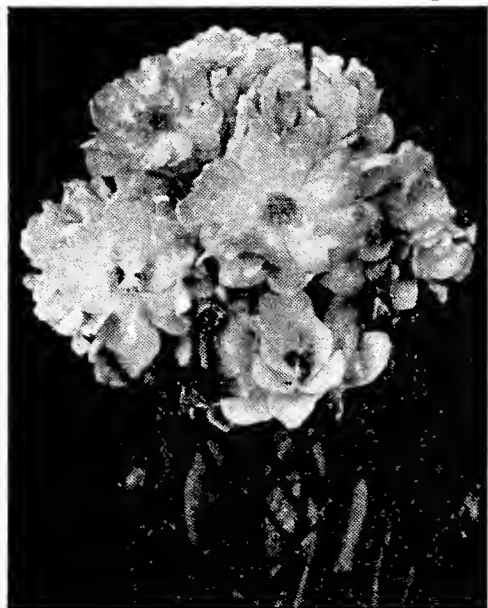


"I am well pleased with the rose bushes received from you. One bush has 8 roses and a lot of buds on it now."—Mrs. J. S., Milwaukee, Wisc.



Charming Baby Rambler Roses

Dainty, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.



Miss Edith Cavell

GEORGE ELGER—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

MISS EDITH CAVELL—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

IDEAL—Enormous heads of blooms of intense, deep garnet.

ANNY MULLER—Flowers shiny, brilliant pink, produced in profusion all summer.

MARIE PAVIE—Medium size, very full and double; borne in large clusters, white flushed carmine. Shapely plants.

ELLEN POULSON—Dark brilliant pink, borne profusely.

WHITE BABY RAMBLER (Catherine Zeimet)—Pure white flowers borne in immense clusters. Delicious fragrance.

BABY TAUSENSCHON—Flowers white, delicately flushed pink, changing to deep rosy-carmine.

RED BABY RAMBLER—Beautiful clusters of bright red flowers, borne in the greatest profusion.

CHATILLION—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

MLLE. CECILE BRUNNER—Rosy pink on rich creamy white ground.

LA FAYETTE—Flowers large as "Paul's Scarlet". Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

GRUSS AN AACHEN—Yellowish rose colored with salmon pink and red shadings. Blooms larger than the average polyantha.

CLOTHILDE SOUPERT—A strong, dwarf grower, wonderful bloomer, producing clusters of deliciously sweet flowers, full and double. Color effect is beautiful, ivory-white, shading toward center to silvery rose. A different and notable variety.

Hardy Hybrid Perpetual Roses

This class with varieties described below, is noted for its extreme hardiness. Especially adapted to northern climate. Known as the old-fashioned "June Rose". Large flowers.

Frau Karl Druschki

The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color. Sold only in 2-year and star size pot plants. See prices below.

GLOIRE LYONNAISE—Flowers large and full; color white, base of petals canary. Tea scent.

PRINCE CAMILLE DE ROHAN—Deep velvety crimson maroon, full and of good form and the best of all hardy dark roses of this class.

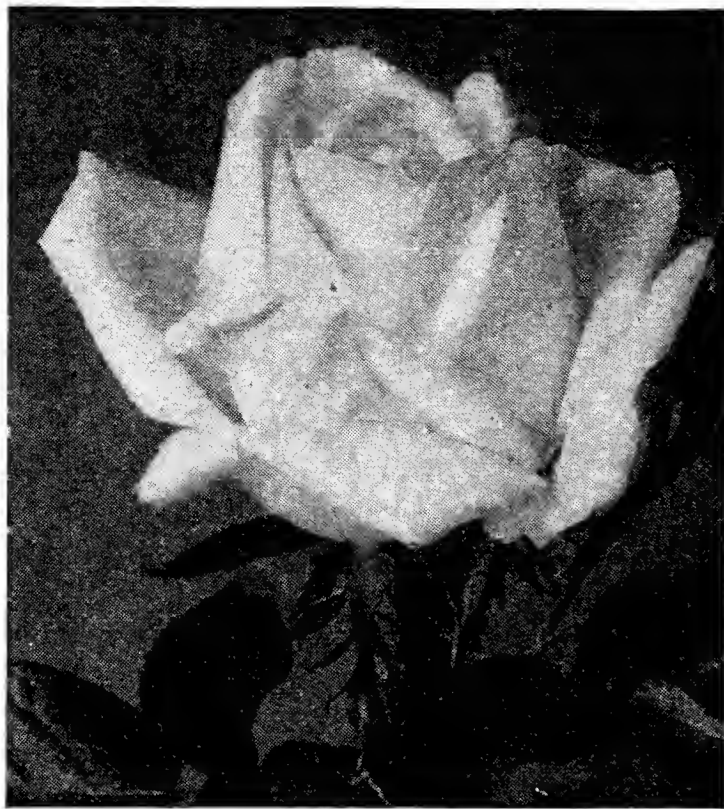
GENERAL JACQUEMINOT—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

J. B. CLARK—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson.

ANNE DE DIESBACH (Glory of Paris)—Lovely brilliant carmine, long, pointed buds, and large, finely formed flowers.

PAUL NEYRON—The flowers are immense; probably the largest and finest Rose; bright, shining pink, clear and beautiful, very double.

MAGNA CHARTA—Bright pink large, double with suffused carmine.



Frau Karl Druschki

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"The one-year old own-root roses purchased of you have grown into wonderful bushes and have bloomed much better than the budded stock I planted."
Mrs. T. C. B., Birmingham, Ala.



Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer through.

Climbing Gruss an Teplitz

This is an exact counterpart of the bush rose Gruss an Teplitz, illustrated on page 10 but a vigorous climber attaining a height of 10 to 15 feet in a single season. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms continuously throughout the growing season. One of the world's greatest everblooming climbing roses and hardy everywhere.

MARECHAL NIEL—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

MRS. ROBERT PEARY (*Climbing Kaiserin Augusta*)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

CLIMBING CECILE BRUNNER — Color rosy pink, rich creamy white ground. Plants sturdy growing but need protection.

CLIMBING WHITE MAMAN COCHET—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

CLIMBING PINK KILLARNEY—Immense long pointed buds with massive petals, opening into flowers of enormous size; color deep pink, deliciously fragrant.

CLIMBING PINK MAMAN COCHET—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

THE CHEROKEE ROSE—The bushes bear large pure white roses in great profusion.

CLIMBING SUNBURST—Orange copper and golden yellow flowers of large size and perfectly formed handsome buds. Strong grower. Profuse bloomer.

CLIMBING HELEN GOULD—Climbing type of the beautiful "*Helen Gould*". Immense flowers, full and double, constantly produced. Warm watermelon red. Superior.



Climbing Gruss an Teplitz

FORTUNE'S DOUBLE YELLOW—Beauty of Glazenwood—Bronzed-yellow or coppery and fawn color.

CLIMBING METEOR—A sport from Meteor, famous for its magnificent flowers. True climbing habit, attaining a height of 10 to 15 feet in a single season. Dark velvety crimson, the equal of any Rose.

FREEDOM—Strong, hardy, rugged, new white climbing rose. Flowers double, sweet scented, free blooming on long stems.

CLIMBING RHEA REID—Same as "*Rhea Reid*" except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

CLIMBING CLOTHILDE SOUPERT — One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

BELLE OF PORTUGAL—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

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"Roses ordered from you arrived in excellent condition. They are fully leaved and continue to bud. Frankly, you have sent me the healthiest bushes I have seen in months."—J. K., Kansas City, Mo.



Hardy Climbing Roses

This class of roses is in tremendous demand because of their great value. They are hardy everywhere without protection, requiring little attention, blooming gorgeously for several weeks in early summer. Their glorious colors are seen everywhere. Secondly, once planted (our plants) last a lifetime. For climbing over porches, garages, trellis, pergolas, embankments, cemetery, planting, for screening unsightly places or single specimens on the lawn they have no equals. Free from insects, hardy as oaks, cheap in price, permanent.

Keystone

Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color deep lemon-yellow. The only hardy deep yellow Everblooming climber we know of.

DR. W. VAN FLEET—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

DOROTHY PERKINS—Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow ten to fifteen feet in one season. The perfectly double flowers are in immense clusters of thirty or forty.



Dorothy Perkins

BESS LOVETT—Flowers fragrant, clear bright red, good size, double.

HEART OF GOLD—Hardy climber. Crimson with white at base of petals.

EXCELSA—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson.

GARDENIA (Hardy Marechal Niel)—Very sweetly fragrant; creamy yellow.

WHITE DOROTHY PERKINS—Is a rampant grower, and in a short time will cover a large trellis. Glistening white.



SILVER MOON

—Blooms very large four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower.

MARY LOVETT—Has been termed the "*White Dr. Van Fleet*". Hardy as an oak, a good grower, splendid for cemetery planting or wherever an absolutely hardy, white climbing rose is wanted.

AMERICAN PILLAR—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

JACOTTE—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

MARY WALLACE—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Very hardy.

EUGENE JACQUET—Immense trusses of fragrant cherry-red flowers in profusion.

EMILY GRAY—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

ALBERIC BARBIER—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double borne in large clusters. A fine pillar rose.

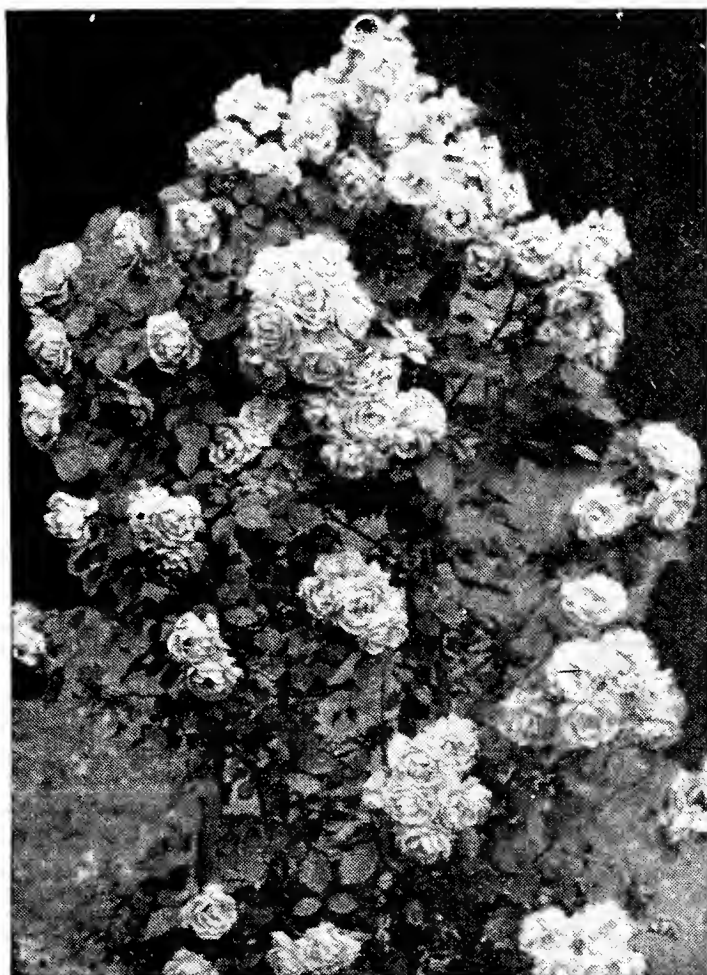
VIOLETTE—Rather large flowers of deep reddish violet borne in big trusses on a strong slender-caned plant.

AUNT HARRIET—Amazingly fine with its masses of dazzling scarlet-crimson roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size plants, 20c each; any 6 for \$1.00, postpaid, strong two-year-old plants, 65c each, \$7.50 per doz., assorted, any 6 at doz. rate by parcel post prepaid. Still larger plants, all varieties in star or specimen sizes 85c each, \$9.00 per dozen by parcel post prepaid, any 6 at doz. rate.



"The Paul's Scarlet climber I got of you is beautiful. It is easily 11 feet high on the trellis."—J. A. B., Ottumwa, Iowa.



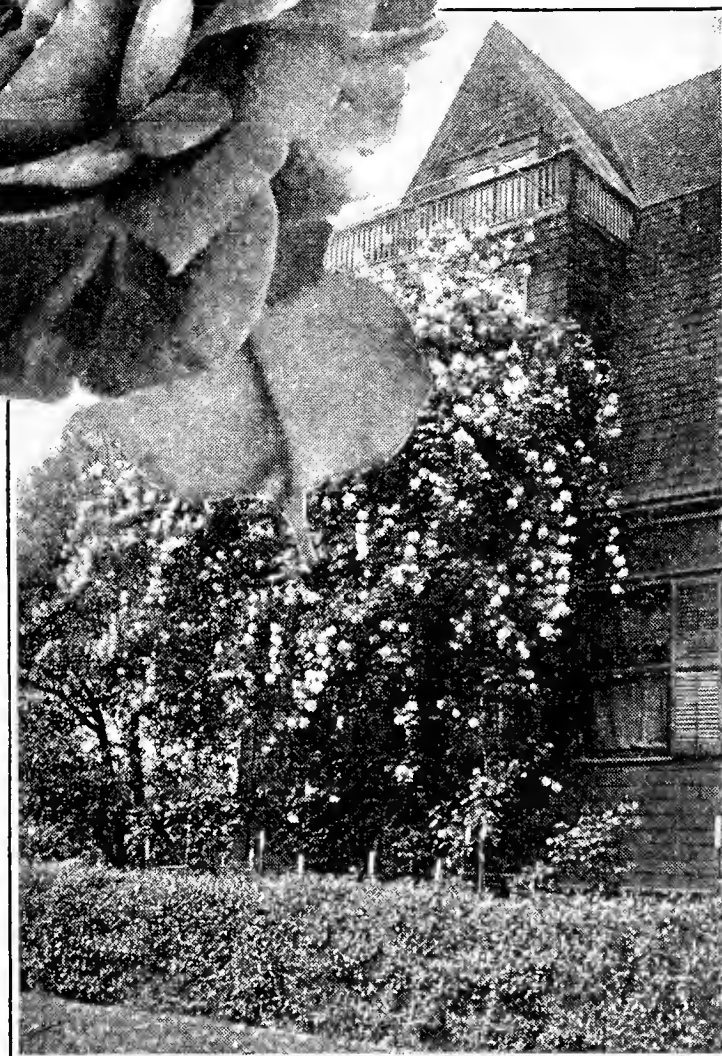
Paul's Scarlet Climber

BIRDIE BLYE—One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.

The Great Climbing American Beauty Rose

A Most Sensational New Arrival Among "The Roses of New Castle"

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "American Beauty," with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery, Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. *Ours is the genuine stock. Absolutely true to name, on its own roots.*



Climbing American Beauty

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size plants, 20c each, any 6 for \$1.00, postpaid; strong, two-year old plants, 70c each, \$8.00 per dozen, assorted, any 6 at doz. rate, prepaid by parcel post. Still larger star size or specimen plants at 85c each, \$9.00 per doz., assorted, prepaid by parcel post. Any 6 at doz. rate.

NEW LOW PRICES—ALL SHIPMENTS PREPAID



"Roses arrived in fine shape. They were packed so nicely and kept fresh."
—A. H., Locust Point, Indiana.



Miscellaneous Roses

(From The Evening
Bulletin—Philadelphia,
Sept. 12, 1925)

ROSE GROWING MADE EASY

Don't Bother with Bud-
ding or Grafting.
Briar is Always
a Nuisance.

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control, and nothing but dog roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stock but in a year or two have had only briars for their trouble.

With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

HERMOSA—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, very double and fragrant; color beautiful clear rose.

SIR THOMAS LIPTON—RUGOSA ROSE—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. Hardy as an oak.

HENRI MARTIN—HARDY MOSS ROSE—Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

ELIZABETH ROWE—This is an old favorite moss rose with its deep pink buds well mossed. A beauty.

GREEN ROSE—A CURIOSITY—An interesting member of the rose family, grown for its oddity. Flowers small, pointed, double, and of the same color as the foliage—dark pea green.

HUGONIS—A rare novelty, known as the "Golden Rose of China". Very unique, blooming early before all other varieties, bearing masses of single yellow flowers. Extremely hardy.

NEW LOW PRICES, POSTAGE PAID, of above Roses: Strong, first size plants, 20c each, any 6 for \$1.00, postpaid; extra heavy two-year-old plants, 65c each; \$7.50 per dozen, assorted, prepaid by parcel post; still larger plants, star size 85c each, \$9.00 per doz., assorted; prepaid by parcel post. All on own roots.

AN IMPORTANT POINT

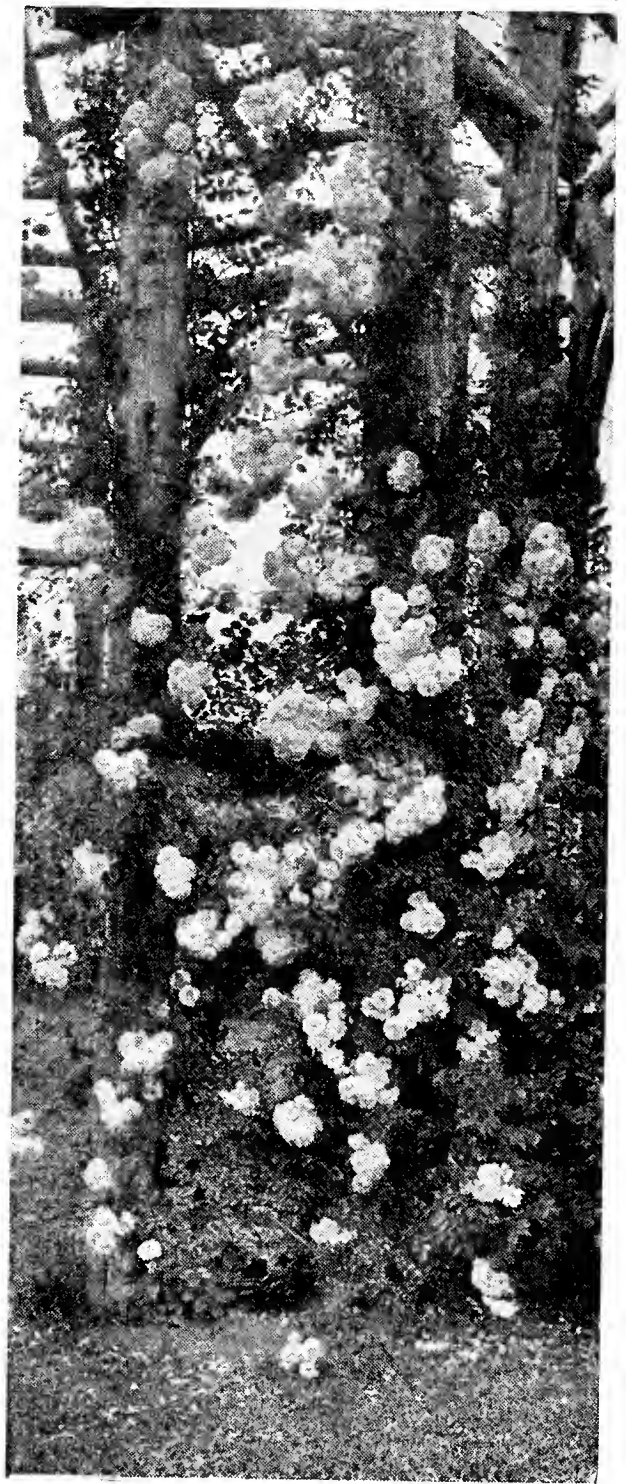
The most important thing to consider is to buy rose plants that are healthy. Budded, field-grown, dormant roses on wild roots, which we do not grow or sell, are very badly affected in many sections of the country with deadly diseases such as Brown Canker and Cane Canker which means the plant gradually dies and there seems to be no preventative measure for these diseases. Our roses are on their **OWN ROOTS**, not grown, brought on in a temperature slightly above freezing. Nature's way of doing it, have no such diseases. They are absolutely healthy and we have thrown out of our list all varieties that we regard as being difficult to succeed with. Our list comprises roses that are healthy and easy to succeed with—the best varieties we think—now known.

"What a joy your roses, now 6 years old, have been to me. They bloom all summer but in October the wonder blooms arrive. My neighbors speak of them as those "gorgeous roses." "Jeannette Heller" is beautiful. Roses from other places, I find, do not compare with your roses."—Mrs. F. M. P., Hillsboro, Ind.

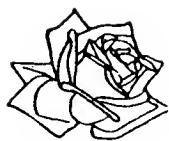
"I enjoy the beautiful everblooming roses you sent me. I have good success with the small plants. They are so well packed, come in perfect condition, and bloom the first year. They grow more beautiful each year and are so hardy—H. M., Kansas City, Mo.

"The rambler roses I got from you are all O. K. Birdie Blye has bloomed about five times and is in bud now."—Frank Allender, Caysville, Penn.

"I am delighted with the roses I received from you. They reached me in fine shape."—Mrs. Chas. Gillespie, 43 Wolcott St., Brooklyn, N. Y.



Typical Hardy Climbing Rose



"The Chrysanthemums were received from you in fine condition and I wish to thank you for your promptness."—K. A., Williamsburg, Va.



Best Chrysanthemums

WILL BLOOM THIS YEAR

Gorgeous Autumn blooming plants. Very popular. The last flowers of the year. Hardy with protection. A superb collection of fine, large flowering plants.

Price of all Chrysanthemums on this page, strong plants, 15c each, any 2 for 25c; any 4 for 50c; \$1.25 per doz. ppd.

Oconto—Pure white, large blooms.

Golden Chadwick—Handsome yellow. Incurved.

Pacific Supreme—Fine large pink.

Charles Rager—A pure white variety, early.

Roman Gold—Superb yellow, early.

Rose Chochard—A very large dark pink.

White Chieftan—Medium size, white.

Betsy Ross—Incurved white.

Harvard—Late, dark velvety crimson. Double.

Silver Sheen—Beautiful, large white.

Seidewitz—Large, beautiful creamy white.

Richmond—Fine, large, deep orange yellow.

Pink Chieftan—Medium size, pink.

Major Bonnafon—Fine incurved yellow.

Golden Glory—Shining gold, full and big.

Sunbeam—Late. Bright yellow. Fine.

Sun Glow—Early incurved. Bright yellow.

Pink Mistletoe—Very large, pink, very late.

C. C. Pollworth—Choice early yellow.



New Castle Chrysanthemum

Hardy Pompon Mums

Entirely hardy, producing hundreds of miniature flowers. Very showy. Continue blooming even after heavy snows. They last for years. Our collection includes the very best.

Sunshine—Crowded sprays of intense yellow.

Christmas Gold—Bright golden yellow.

Mrs. Buckingham—Single rosy, pink, yellow center.

Miramar—A fine bronze. Incurved petals.

New York—Handsome golden bronze.

Red Doty—Bright red.

Lillian Doty—Incurved soft pink.

Klondike—Brilliant yellow.

Hilda Canning—Brilliant bronze.

Godfrey—Late, light pink.

Uvalda—Very early. Pure white.

Golden Feather—A rich reddish bronze.

Frau Beau—A pretty yellow brown.

Red Beau—Deep reddish brown.

SUPERB COLLECTION

8 SPLENDID VARIETIES 75c POSTPAID

Harvard—Magnificent deep crimson.

Pacific Supreme—Large pink.

Unaka—Beautiful lavender-pink.

Charles Rager—Large, incurved white.

Gold Lode—Large golden yellow.

Oconto—Large white.

Golden Glory—Bright golden yellow.

Yellow Frost—Light yellow.

SPECIAL OFFER—One each of the eight magnificent "Mums" described above prepaid for 75c.

ORDER AS "SUPERB COLLECTION"

"The 'Jeannette Heller' rose surely looks healthy and is beautiful"—Mrs. H. P. B., Lancaster, Texas.

"I am well pleased with the way my order arrived. I did not think plants could come in such a short time and arrive in such good condition."—G. R., Merrill, Wisc.

POMPON SET OF MUMS

5 FOR 50c POSTPAID

Diana—The best pure white.

Mrs. Buckingham—Single rosy pink.

Klondike—Gorgeous bronze-yellow.

Lillian Doty—Shell pink.

Miramar—Splendid bronze.

SPECIAL OFFER—One each of the above five Pompon "Mums" for 50c prepaid.

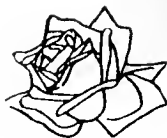
PLEASE ORDER AS "POMPON SET"



A recent photograph of typical Pompon Chrysanthemums, hardy, everlasting and beautiful



"Roses received from you blossomed wonderfully and were the talk of the neighborhood."—Mrs. M. W. D., Wilmette, Ill.



Gorgeous Dahlias

No other word but GORGEOUS can describe the beauty of the Dahlias offered on this page. In the brilliant and almost barbaric combination of colors, the Dahlia has no rival. Easy to grow, they are an immensely popular flowering plant for the garden. Plant as soon as all danger of frost is past in average garden soil; cover the tubers or bulbs about six inches deep. Cultivate well until blooms begin to show, then mulch with well rotted manure, or feed a good standard plant food, and you will be astounded with the magnificent flowers produced. Our list includes the best and most popular varieties in cultivation, and bound to please the most exacting dahlia grower. Order a number of these magnificent Dahlias to obtain a wide range of bright, cheerful colors. All prices include postage paid.



Dahlia Jersey Beauty

New and Rare Dahlias

EMPEROR—Decorative type, large, a deep, velvety crimson, almost maroon. 50c each.

JERSEY BEAUTY—A very fine, true pink, flowers of immense size, perfect shape, produced on long, straight, stiff stems; very free bloomer. A truly wonderful decorative dahlia. 50c each.

WASHINGTON CITY—A gigantic pure white, star-like flower, cactus type. It has a long, stiff stem and holds its flower erect. 50c ea.

BILLIONAIRE—Rich, golden yellow. Immense flowers, peony type. 35c each.

BERTHA STORY—A very large flower of deep rose pink on long stem. Occasionally flowers showing white petals. Remarkably free bloomer. Decorative type. 35c each.

F. W. FELLOWS—Color bright orange scarlet. Produces its flowers in profusion. Cactus type. 35c each.

KALIF—A majestic flower. Pure glowing scarlet. Gigantic flowers, are held erect on strong, stiff stems. Free bloomer. Hybrid cactus. 35c each.

CATHERINE—The most perfect yellow Pompon Dahlia to date; strikingly beautiful. 25c each.

STIM-U-PLANT TABLETS

An excellent, odorless, highly concentrated plant food, tablet form for all kinds of pot plants during the winter. Will increase growth and heighten color. These can be used in tablet form or dissolved in water. Complete directions with every package. Price, small size, 25c; 100 tablets for 75c; 1000 for \$3.50, postpaid.

Choice Cactus Flowered

This class produces large, loosely formed chrysanthemum-like flowers. The long, narrow petals are variously rolled and twisted. The flowers are borne on long, slender stems and most artistic.

MRS. J. W. WILKINSON—Deep pink, with very long gracefully twisted petals. 35c each.

GEN. BULLER—Rich, velvety crimson-maroon, tipped white. 25c each.

W. B. CHILDS—A beautiful, dark purple-maroon. A reliable variety of its color. Extra large flowers. 25c each.

RENE CAYEUX—Clear, glowing crimson, and an early and profuse bloomer. 25c each.

COUNTESS OF LONSDALE—Salmon-pink, a good variety, excellent for cutting. Should be in every garden. 35c each.

Decorative Dahlias

This type produces large, somewhat flat but most beautiful flowers, double and full to the center; petals irregularly situated, long, broad and nearly straight. A beautiful and most popular type.

JACK ROSE—The identical shade of the rose with the same name. A beautiful red. A magnificent flower with perfect form. 25c each.

EASTON—Brilliant Turkish red, good form and remarkably free flowering. 25c each.

Peony Flowered Dahlias

Gorgeous new type, semi-double, loosely arranged petals, two, three or more rows in the flower, surrounding a large golden-yellow center, petals pointed, sometimes twisted and sometimes the inner ones curl over the center like a peony.

HORTULANUS BUDDÉ—A bright scarlet of splendid habit. 25c each.

ROCHESTER—Color a gorgeous crimson-maroon, effectively striped and splashed pure white. Every petal twisted, making a gay contrast with the yellow center. 35c each.

"All plants I ordered from you are growing fine. We are proud of 'Jeannette Heller' rose and every one who sees it would love to have one."—Mrs. N. L. Z., Iloilo, Iloilo, Philippine Islands.

A PROFITABLE INVESTMENT

If you will stop and ask yourself what is there in which you can invest \$5.00, \$10.00 or \$25.00 that will give you a greater return than anything else you could buy, not to speak of the enhanced value of your property, and the pleasure that every member of the family will derive from them, the answer will come quick and fast—"Roses and flowering plants and vines," and now, this year—indeed today—is the time for you to make a beginning. Unlike any other form of improvement or pleasure, money invested in Roses, plants and vines, increase in value.



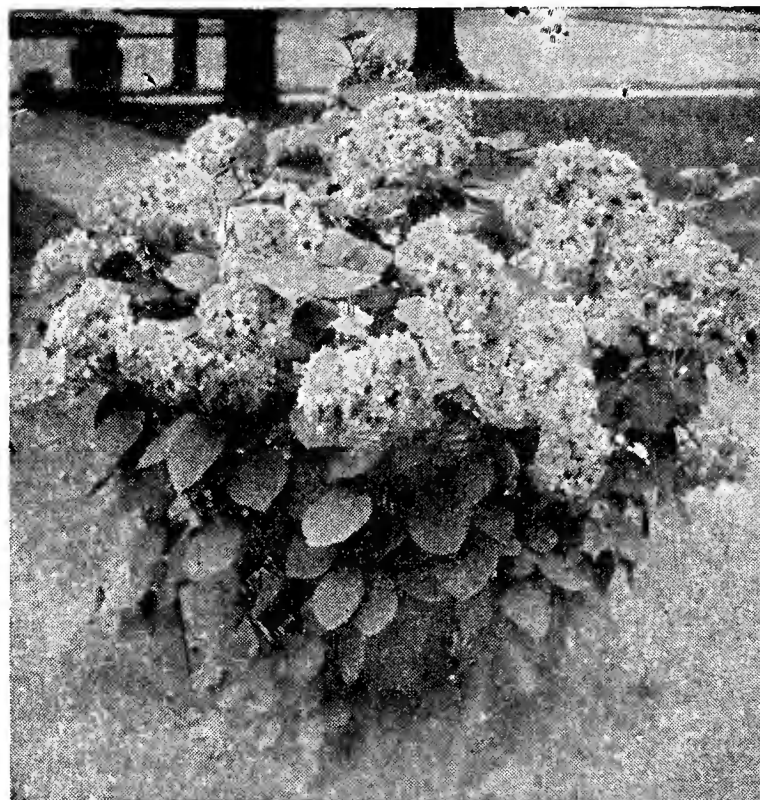
"My 'Alexander H. Gray' from you now has 6 fine blooms and 20 buds."
—S. M. P., Dodgeville, Wisconsin.



Everblooming Hydrangea

Constantly in bloom from early in June until frost. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Handsome bright green foliage. Hardy everywhere.

Price, 25c each, 5 for \$1.00, for one-year old field grown plants, postpaid; 50c each for two-year old plants, postpaid; 3 for \$1.25, \$5.00 per dozen, postpaid.



Everblooming Hydrangea, lasts a lifetime

Magnificent Peonies

Without question the most glorious flower in the garden. Once planted they last a lifetime. Stand the severest winters without protection. Even when not in bloom the Peony is decorative in the extreme.

Price all Peonies, in large two and three eye roots, 50c each, 3 for \$1.25, \$5.00 per doz. postpaid, assorted if desired.

Edulis Superba—Very early. Immense in size; color clear, silvery pink. A giant Peony, full and double.

American Beauty — Immense, brilliant crimson. Nothing to equal it.

Duchess de Nemours — Sulphur-white, changing to pure white. Double. Early.

Candidissima—Creamy-white, sulphur yellow center.

Rosea Elegans—Soft rose-pink. Large, full, double.

Nobilissima—Dark violet red. A very beautiful variety.

Festiva Maxima—White, red in center. Very large and fine.

SPECIAL OFFER

3 DOUBLE PEONIES, \$1
2-YEAR-OLD ROOTS, POSTPAID

For \$1.00 we will send you 3 strong roots, 3 different colors, White, Pink and Red. Worth many times the price.

Order as the "Peony Collection."

Send for list of 50 new and rare Peonies



The Great Regale Lily

Miscellaneous Plants

FUCHSIAS—The bright flowers are borne in large drooping clusters, very large and graceful. Many beautiful colors with different shadings.

LANTANAS—The brilliant colors and profuse blooming habit makes this a very desirable plant for porch boxes or pots or to be set out in summer. A wide range of colors.

SANSEVIERIA—Ideal decorative plant of beautifully striped leaves, white on dark green ground. Stand more hardship than any other house plant.

OTAHEITE ORANGE—A dwarf reproduction of the genuine fruit bearing orange tree, the flowers being identical. Fragrance is delicious. Fruit measures 3 in. in diameter and is edible. 35c each; 3 for \$1.00 postpaid.

AMERICAN WONDER LEMON—Pure white flowers, as large as tuberosa blooms, fragrant as orange blossoms. Large fruit, full of rich juice. Large plants, 50c each postpaid.

LILY OF THE NILE—The old favorite White Calla. Grand white flowers. To aid profuse blooming, keep dormant from the middle of June until the last of August; repot in good, rich soil, using 6 to 8 inch pots; give water, light and heat in abundance.

VINCA VARIEGATA—Beautiful trailing vine, bright green leaves bordered with creamy white.

Price of all miscellaneous plants above, except where noted, 20c each, 3 for 50c, postpaid.

Lilium Regale

Truly a regal beauty. The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet. The fragrance is delightful, similar to the jasmine. A splendid hardy Lily, lasts a lifetime, flowering about July 1. The easiest Lily to grow.

Price, 25c each, 5 for \$1.00; \$2.25 per doz. postpaid.



"Roses received in fine shape. They were packed so nicely and were very fresh."—A. H., Locust Point, Ind.



Hardy Phlox

These are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, bloom of the most delicate colors, produced in continuous profusion.

R. P. STRUTHERS—Salmon, claret red eye; tall.
ROSENBERG—Purple, red eye.
FERDINAND CORTEZ—Tall, deep crimson.
RYNSTROM—Rosy pink, fine for massing.
PANTHEON—Soft salmon rose. Beautiful.
CHAMPS ELYSEE—Purple.
EUROPA—Pure white, crimson carmine eye.
ATHIS—Deep, clear salmon.
RHEINLANDER—Salmon pink, claret red eye.
TERRE NEUVA—Lavender, dwarf grower.
MRS. JENKINS—Best tall early white variety.

Prices Hardy Phlox: Strong, vigorous, field-grown plants, the only reliable kind for immediate effect, 25c each; 5 for \$1.00; \$2.30 per dozen, postpaid. One each, 10 Phlox above, \$1.90 postpaid.



Phlox, R. P. Struthers

German Iris

Iris or Fleur-de-lis is one of the most beautiful hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, remaining in the ground from year to year, increasing in size and beauty.

CAPRICE—Cerise, deeper falls, early.

CATERINA—Standards light blue, falls lilac; very large; very tall.

CRIMSON KING—Rich claret purple.

DR. BERNICE—Standards coppery bronze falls rich velvety crimson. Extra fine.

HONORABILIS—Golden yellow and crimson brown.

MADAME CHEREAU—White frilled edges beautifully penciled violet-blue.

QUEEN OF MAY—Lilac pink, large; midseason. Beautiful tall growing variety.

SPECIOSA—Lavender and reddish purple.

SHERWIN WRIGHT—Fine bright yellow.

WALHALLA—Standards violet, fall purple.

Price of all Iris: Strong plants, 15c each; 4 for 50c; set of 10 varieties above, \$1.25 postpaid.

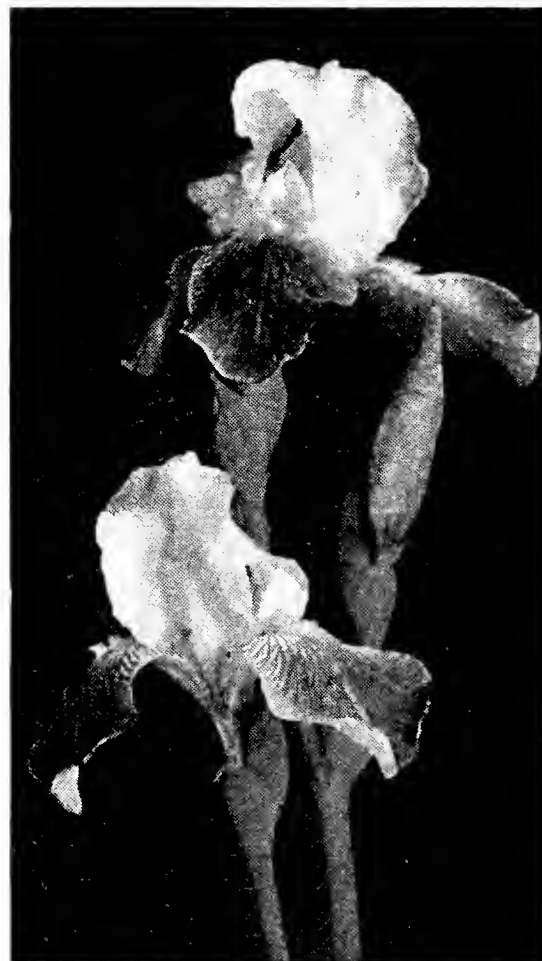
I love the Jeannette Heller Rose—its color and form are beautiful—E. N. H., Montgomery, Ala.



Giant Persian Cyclamen

Giant Persian Cyclamen

The most decorative of all pot plants. The foliage is dark olive-green, variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The plants grow on for years, producing more and more flowers as they increase in age and size. The flowers, which are of odd form embrace every delightful shade of color. We offer strong 4-inch pot plants. 50c each, 4 for \$1.75 postpaid.



German Iris



"Roses received in excellent condition. They are so large and so nice and fresh I cannot resist ordering more. I cannot speak too highly of your roses."
—R. C. E., Cincinnati, Ohio.



Our Wonderful Canna Lilies

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical like foliage, thriving under the hottest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

Price on all Cannas: strong plants 20c each; 3 for 50c; 6 for \$1.00; \$1.75 per dozen postpaid, \$10.00 per 100, postpaid.

PRESIDENT—4 feet. Considered the best red. Immense heads, glowing crimson flowers, 7 inches across.

KING MIDAS—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

KING HUMBERT—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined with crimson.

YELLOW KING HUMBERT—4 feet. A sport from the bronze foliage variety of the same name, but with blooms of yellow dotted with red, and green foliage.

MISS THEO. HALL—4 feet. One of the largest. Colors a beautiful shade of salmon pink. Flowers of immense size.

FOR CANNA BED (NO. 20)

For circular Bed 7 feet across

- 1 Scarlet with red foliage for center.
- 6 Yellow for first circle.
- 12 Red for second circle.
- 19 in all, postpaid, \$2.75.



Our Cannas Give Gorgeous Bedding Effects

WINTZER'S COLOSSAL—5 feet. Gorgeous vivid scarlet blooms. colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.

CHARLES HENDERSON—Brilliant crimson. 5 feet.

GIGANTEA—Tall growing, 7 feet. Medium crimson flowers.

ALPHONSE BOUVIER—Beautiful wine red, distinct. 5 feet.

EUREKA—The best and only real white, very rare. Large substantial flowers freely produced on vigorous upright stalks. 4½ feet.

MRS. ALFRED F. CONARD—4 feet. Color, a beautiful shade of salmon-pink. Flowers of immense size. Producing blooms so freely as to make a continuous show for several months.

FOR CANNA BED (NO. 30)

For circular Bed 10 feet across

- 1 Red foliage for center.
- 6 Pink for first circle.
- 12 Yellow for second circle.
- 18 Scarlet for third circle.
- 37 in all, \$4.50 postpaid.

Geraniums

These old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation; well-developed plants for immediate blooming.

Price all Geraniums, large thrifty plants for immediate effect, 15c each, 2 for 25c, 4 for 50c; \$1.40 per dozen, in one or assorted varieties, postpaid.

A. BROWN—Magnificent rosy crimson, fine.

FRAU PERKINS—Beautiful cerise pink, white center.

MME. BARNEY—Famous double pink, of a lively shade; exquisite.

La FAVORITE—Double, pure white. The leader. Very attractive.

ALPHONSE RICARD—Double, bright vermilion.

JEAN VIAUD—Double, bright, clear shade of mauve-rose, shading to a white throat.

S. A. NUTT—Double, dark red. Free bloomer. None better.

SCARLET BEDDER—Scarlet.

IMPROVED POITEVINE—Salmon pink.

RED BARNEY—Red; strong grower.

SWEET SCENTED—Delicious rose scented; an exquisite variety.

AMERICAN BEAUTY—Beautiful crimson.



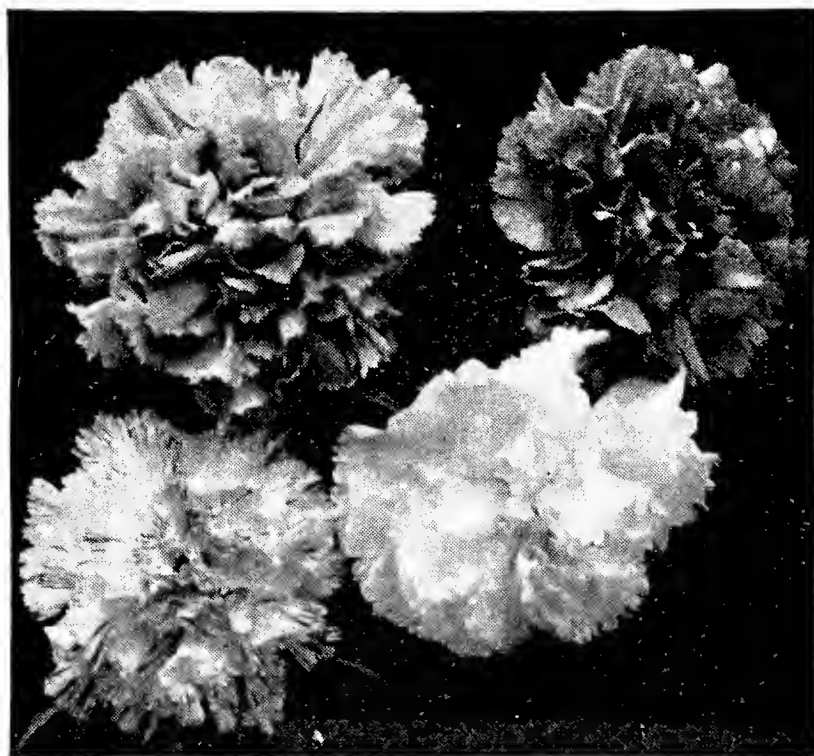
Geranium, Jean Viaud



"Your roses grow better and bloom better than any I have ever purchased from other firms. They are fine, healthy plants."—D. H., Lyndon, Kans.



Handsome Large Flowering Carnations



New Castle Carnations

Everybody wants the newer varieties of large flowering carnations because of their strong, healthy growth and lovely flowers which are produced all season long in greatest abundance. Exquisite clove fragrance. Grows splendidly in pots indoors in winter. Have your own year-around supply of superb flowers like you buy in florist shops.

Price: Strong pot plants 15c each, any 2 for 25c, any 4 for 50c; \$1.40 per dozen, postpaid.

Pink Abundance—Great new pink, large.

Aviator—Best standard crimson.

Spectrum—A brilliant, rich scarlet; a good grower.

Pink Enchantress—Large, deep pink.

Radium—Beautiful red, fine large bloom.

Golden Glow—Fine bright yellow.

Arctic—Fine white, large flowering.

Ivory—Beautiful creamy white.

Cheerful—Deep pink, large flowers.

Harvester—Beautiful ivory white; large.

Charming Gladioli

Our list comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality and will produce gorgeous flowers of astonishing beauty. No garden is complete without the superb new Gladioli we offer. Our list comprises the best from hundreds of varieties. Plant as soon as frost is past on up into summer.

Price of named varieties of Gladioli, Any 2 for 15c, any 6 for 35c; 60c per dozen, all postpaid by mail.

Wilbrink—Lavender pink, early, very beautiful.

LeMarechal Foch—Rose-pink. An improved America. Large flowers and very early.

Prince of Wales—Flowers are large and color is most charming coral pink.

Schwaben—Clear canary-yellow shading to soft sulphur. Large flower stalk and wonderful blooms.

Mrs. Francis King—Brilliant vermilion scarlet.

E. J. Shaylor—Tall, beautiful, pure deep rose-pink.

Evelyn Kirtland—Rosy-pink, with shell pink center, brilliant blotches on lower petals; tall spike.

Herada—Pure mauve, deeper throat markings; beautiful.

Jewel—Light salmon, with deeper yellow blotch.

Crimson Glow—A perfect, very large, deep scarlet.

Louise—Beautiful deep lavender.

Maidenblush—Very early, light pink. A great favorite.

SUPERFINE MIXTURE GLADIOLI—All colors gladioli, large bulbs, sure to bloom, 40c per dozen, \$2.50 per 100, postpaid by mail.

SPECIAL OFFER—We send postpaid six Excelsior Pearl Tuberoses, three Orange flowered and 3 New Variegated leafed—12 in all for 50c.



Typical New Castle Gladioli

Fine Tuberoses

Dwarf Excelsior Pearl—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

Orange Flowered—Bears snow white flowers. 7c each, 75c per dozen, postpaid.

New Variegated Leaved—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen, postpaid.



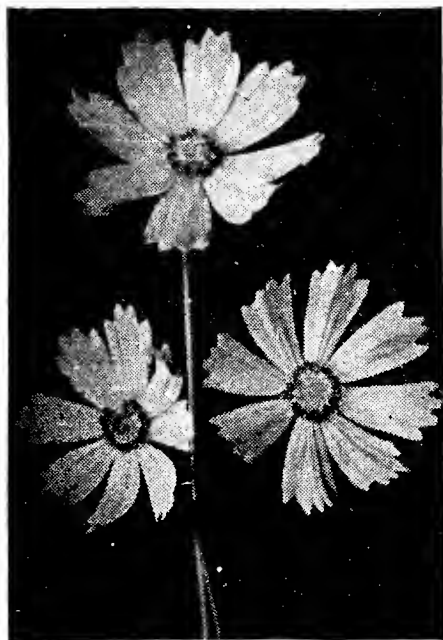
"Roses received from you were lovely and bloomed all summer. I am strong for your one-year old plants."—Mrs. R. C. M., Edinburgh, Ind.



OLD FASHIONED HARDY PERENNIALS

There is a constantly increasing demand for the old favorites in the gardens of long ago, and more and more the flower-lovers are filling their gardens with hardy perennials—the kind that live from year to year, increasing in size and beauty until they fairly run riot with their wealth of bloom and glory of form and color. Hardy and easy to grow everywhere.

COREOPSIS—A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful form and invaluable for cutting, having long stems and lasting in good condition at least a week.



Coreopsis

STATICE—Produces immense panicles of delicate blue flowers. One of the best perennials for cut flowers, either fresh or dried for winter bouquets.

EUDBECKIA (Golden Glow)—Grows six to eight feet high, bearing exquisite, double flowers, of golden yellow on long graceful stems.

CHINESE LANTERN PLANT—An ornamental plant forming dense bushes 2 feet high producing freely bright orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets.

BOCCONIA (Plume Poppy)—A stately plant with fig-like foliage and white flowers. Effective for lawns.

DELPHINIUMS (Hardy Larkspur) — One of the most popular perennials, excellent for cutting, colors range from palest sky blue to the very deep indigo blue. Many of the blooms have pink fillings. Long, large spikes of flowers. You will be delighted with these splendid plants.

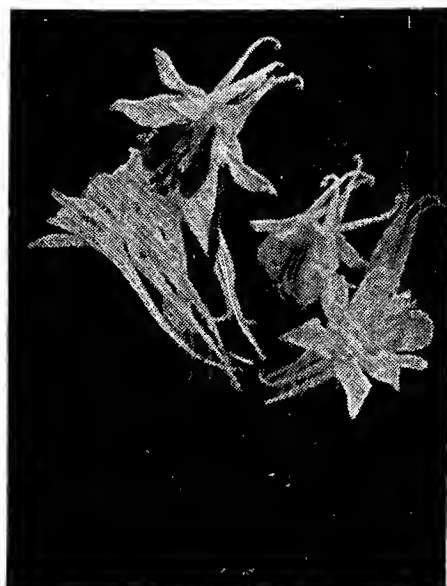
CAMPANULA (Canterbury Bell)—Choice mixed. Large clusters of bell-shaped flowers.

SHASTA DAISIES—The flowers are of the purest, glistening white, of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes.

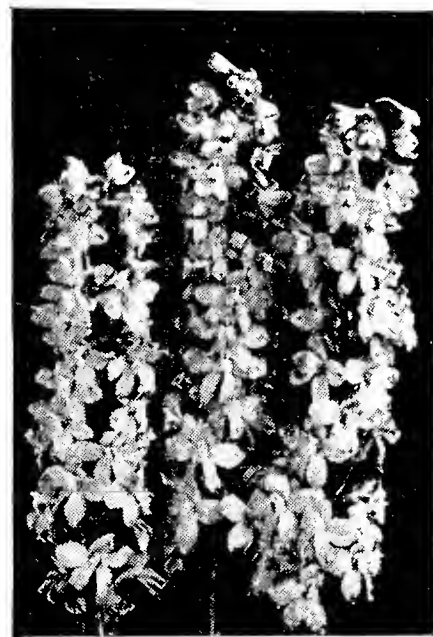
CLOVE (Pinks)—All colors. Their clove fragrance, perfect form and rich coloring make them great favorites for edgings, walks, drives and rock gardens.

HOLLYHOCKS—Double, mixed colors.

AQUILEGIA (Columbine)—As a cut flower the Long Spurred Columbines are the daintiest of all outdoor grown flowers. They are a most important part of every hardy garden. Mixed colors.



Aquilegia



Delphiniums



Oriental Poppy

ORIENTAL POPPY—Brilliant bright orange, black blotches at base of petals Beautiful.

NEW LOW PRICE Price of all Hardy Perennials on this page, extra strong, well rooted two-year field grown plants for immediate blooming, 20c each, any 6 for \$1.00; \$2.25 per dozen, postpaid.

50c **COLLECTION NO. 18** 50c
Fifty Cents buys 4 choice Geraniums.
Wonderful selection, the colors will please.

50c **COLLECTION NO. 28** 50c
Fifty Cents buys 3 splendid Dahlia
bulbs. Mixed kinds. Good, strong tubers.

READ WHAT U. S. GOVT. SAYS---In bulletin No. 750, issued by Dept. of Agriculture, entitled "ROSES FOR THE HOME", which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur rose growers—this is what they say in regard to WILDROOT roses, which we **do not** grow, and OWN ROOT roses, which is our specialty, and which we have always claimed are the most satisfactory for amateur rose growers:

"The expert who can constantly watch his plants may be successful with grafted and budded roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling roses. Climbing roses are grafted less often than hybrid perpetuals, hybrid teas, and teas."

"Jeannette Heller Collection of Roses"

10 WONDERFUL HARDY EVERBLOOMING GARDEN ROSES POSTPAID FOR \$1.75



Famous Jeannette Heller

Here are 10 all-star garden, bush roses. Have everything good roses should have — hardiness, splendid health, gorgeous, fragrant flowers. Bloom continuously this and every year. A great collection of every shade and color.

JEANNETTE HELLER—Our own famous garden rose. An exquisite blending of pink and cream color. Extra strong, hardy and vigorous and very free blooming. Magnificent flowers.

BABY DOLL—Our sensational Rose; dainty, perfect flowers, colors ranging from vivid crimson to old gold; a combination unique and pleasing; always in bloom.

MRS. B. R. CANT—Deep pink flowers with silvery center. Double and very fragrant.

CRIMSON QUEEN—A rich, velvety crimson, strong, vigorous grower. Very hardy.

PINK COCHET—A clear, rich pink, changing to silvery rose. Flowers double on long stems.

MME. FRANCISCA KRUGER—A beautiful rose of strong bushy habit. Flowers large, double. Color salmon, deeply shaded coppery yellow. Always in bloom.

SPECIAL OFFER

One each, strong, first size plants of the 10 superb roses above, postpaid for \$1.75. The complete set in strong, two year old plants, 10 in all, \$6.50 prepaid by parcel post. The 10 varieties in lusty, star size plants, \$8.00 by prepaid parcel post.

Order as "Jeannette Heller Collection".

HELENA CAMBIER—Large double, beautifully formed flowers of salmon rose to coppery rose shades.

KOOTENAY—New creamy white. An improved Kaiserin Augusta Victoria. Full and double. Profuse bloomer.

DAVID O. DODD—New, magnificent, rich crimson scarlet. Large beautifully shaped buds, gorgeous double flowers.

MISS EDITH CAVELL—Baby Rambler. Bright crimson with white eye; enormous clusters; very dwarf; always blooming.

OHIO—"Jeannette Heller" rose has bloomed constantly since June; now has two dozen buds on it. Today I cut three of the most beautiful roses I ever saw. I would not give "Jeannette Heller" for all the others I have.—M. M. M., Hamilton.

"The one-year roses purchased from you have done fine. They grew wonderfully and we did not lose one, although we had very hot, dry weather."—Z. C. W., Peru, Indiana.

DIFFERENT SIZES OF ROSES

Our 1st size Rose plants are strong and sturdy—give great satisfaction.

Our two year old and star size Rose plants grown under our own methods are unsurpassed in size, vigor and blooming capacity. They are the last word in Rose excellence. All plants on own roots—the best for the amateur.

All plants, bulbs etc., are as good as the dealer's reputation, no better.



Two year old rose plant, soil on roots, wrapped ready for shipment

The fame of "Roses of New Castle" is world-wide. Pot-grown, on own roots, rugged, healthy, enduring, sure-blooming, easy to grow anywhere. Our methods are new, not duplicated elsewhere. These roses of ours are as much of an advance over the ordinary rose plants sold today as the auto is over the old-fashioned buggy. Low priced, absolutely guaranteed. For immediate blooming this year. Shipped with soil on roots. We pay all postage.



"Roses received from you were small but I wish you could see them now. They have made wonderful growth and some have canes as long as 15 feet."—
Mrs. L. S., Danville, Ill.



Look What 50 Cents Will Buy

Greatest Value for the Money Ever Offered—We Ship Highest Grade in Every Collection.
All labeled, our selection, 50c postpaid for each collection.

The collections below (50c each) represent the greatest value ever offered. All stock the very finest. They will prove to you the remarkably high quality of our goods and why they are famous the world over. The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all stock sent out by us, and each collection is sent with our usual guarantee that they shall reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order. All collections our selection.

PLEASE ORDER BY COLLECTION NUMBER

50c buys four splendid new hardy Tea Roses. A choice selection of colors. **No. 45**

50c buys five elegant Chrysanthemums. The blooms are large and handsome. **No. 50**

50c buys 1 Asparagus Sprengeri, 1 Asparagus Plumosus. 1 Geranium, 1 Fern. **No. 55**

50c buys three hardy Hybrid Tea Roses. Beautiful colors and tints that will please. **No. 46**

50c buys four extra fine Carnation plants that will bloom for you all the season. **No. 51**

50c buys 10 fine Tuberosa bulbs, 5 Excelsior Pearl, 3 Orange flowered and 2 New Variegated Leaved varieties. **No. 56**

50c buys two hardy bush Roses and 2 hardy Climbing Roses. Rare and brilliant. **No. 47**

50c buys four elegant Canna plants for outdoor planting. Assorted kinds. **No. 52**

50c buys 12 new and rare Gladioli of assorted colors. A collection of splendid value. **No. 57**

50c buys 4 choice Geraniums. Wonderful selection. The lovely colors will please. **No. 48**

50c buys one Phlox, two German Iris. Assorted colors and desirable in the garden. **No. 53**

50c buys three splendid Dahlia bulbs. Mixed kinds. Good, strong tubers. Fine value. **No. 58**

50c buys four splendid Ferns. A rare opportunity to secure Ferns for your fernery or a fine addition to your window or porch box. **No. 49**

50c buys one Chrysanthemum, one Canna, one Carnation one Fern. An extra good collection that will be a continuous pleasure. **No. 54**

FREE in all orders for 4 or more of these collections we will add a vigorous plant of our own world famous Rose, Jeannette Heller, **FREE**.

DECORATIVE FERNS

There is a charm about the fern for home ornament hard to equal with any other plant, with its long sprays of lively green, handsome foliage. Even the smallest plants in a short time grow into magnificent specimens.

Price of all ferns: Strong, shapely plants, 20c each; any 3 for 50c, postpaid; larger size 4 and 5 in., pot plants, 65c each by mail, postpaid.

Whitmanii—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Very graceful,

Boston Fern—Long, broad fronds, drooping gracefully; forms an immense plant.

Teddy, Jr.—New dwarf fern. Fronds are broad and beautifully tapered from the base to the top, drooping just enough to make a graceful plant.

Roosevelt—New and grandest of all, with fronds beautifully frilled and waved. Compact, vigorous grower.

Scotti—Dwarf growing, compact and a great favorite. Broad petals, strong, upright plant.

Exaltata—Strong, upright grower; deep green fronds of heavy texture.

"I have been a booster for your good roses ever since I started buying them."—P. K., St. Louis, Missouri.

HARDY CLIMBING VINES

Clematis Paniculata—The flowers are pure white and are borne in great clusters of bloom, fairly covering the plants. It begins to bloom late in August the first year. Hardy in all sections of the country. **Strong 1 year plants 20c each. Strong 2-year-old field grown plants, 40c each, postpaid.**

English Ivy—A splendid evergreen climber with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support. **20c each; 3 for 50c, postpaid.**

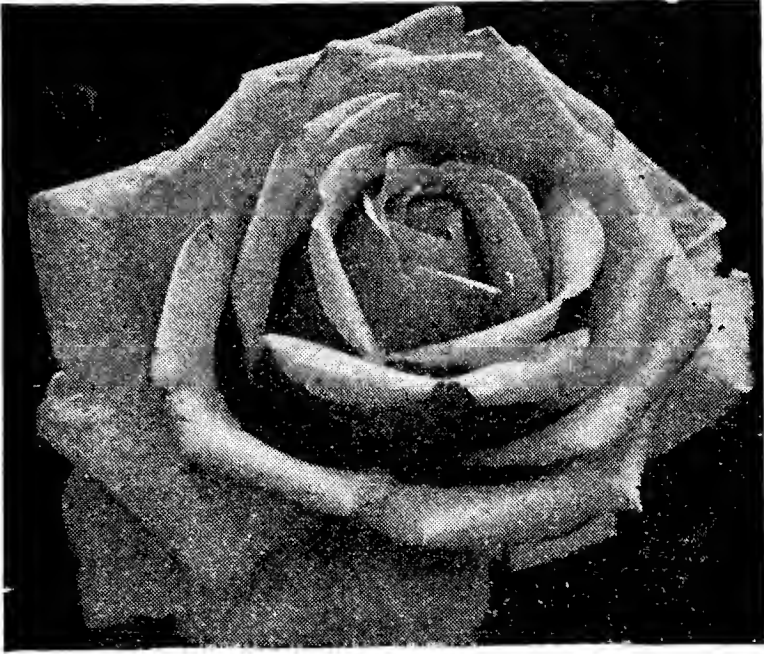
Ampelopsis Veitchii (Boston or Japanese Ivy)—It covers buildings and walls with a perfect mat of dark green, leathery foliage, which changes to brilliant crimson as fall approaches. Clings to either tree or wood without support. Fine plants, **20c each; 3 for 50c; three-year-old plants, 65c each, postpaid.**

Asparagus Sprengeri—For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. It is one of the best of all plants for the window box if planted to droop over the edge. **Price, 20c each; 3 for 50c, postpaid.**

Asparagus Plumosus—Foliage resembles the finest lace. Elegant for cutting and is especially lovely for table decoration. **Price, 20c each; 3 for 50c, postpaid.**



"Your Trial Collection came and I am more than pleased. They were nice plants and every one is growing. I am pleased with your selection.—Mrs. J. L. D., Emporia, Kansas.



Pink Maman Cochet
This great rose included in "Trial Collection"

Great "Trial Collection" \$1

8 STRONG, HARDY EVERBLOOMING ROSE PLANTS POSTPAID FOR \$1.00

Enormous production alone makes this marvelous offer possible. Order this Collection and you will be richly repaid. The TRIAL COLLECTION—8 sturdy plants \$1.00 postpaid, includes our famous **Baby Doll** Rose, exquisite and lovely. Rivals the rainbow in colors. Also **Pink Maman Cochet**, a clear rich pink changing to silvery rose. Every variety a prize winner, a thing of beauty. THE SELECTION IS ALWAYS OURS.

"Favorite Collection" \$1.00

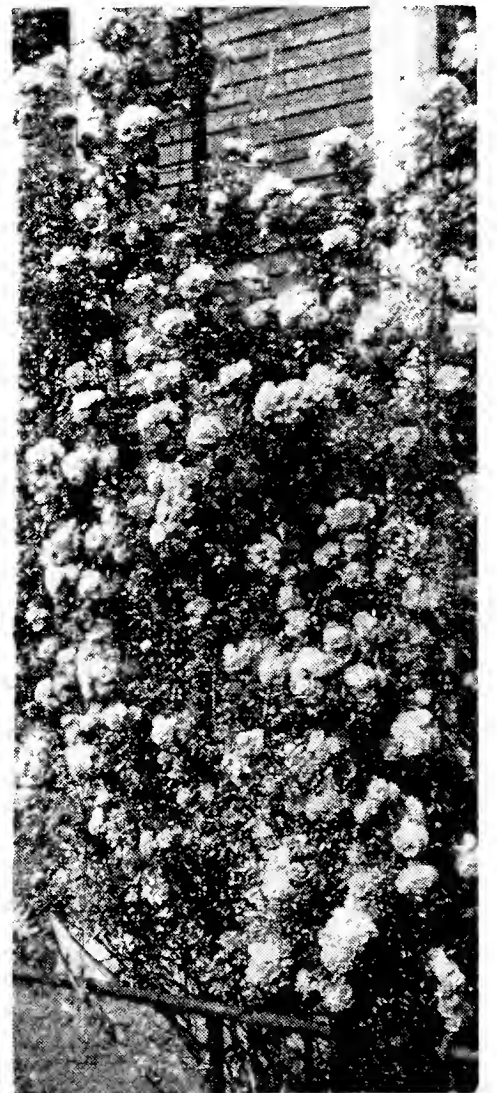
8 HARDY CLIMBING ROSES, POSTPAID, \$1.00

Hardy Climbing Roses have become immensely popular. Once planted they last a life time. For trellises, arbors or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial below.

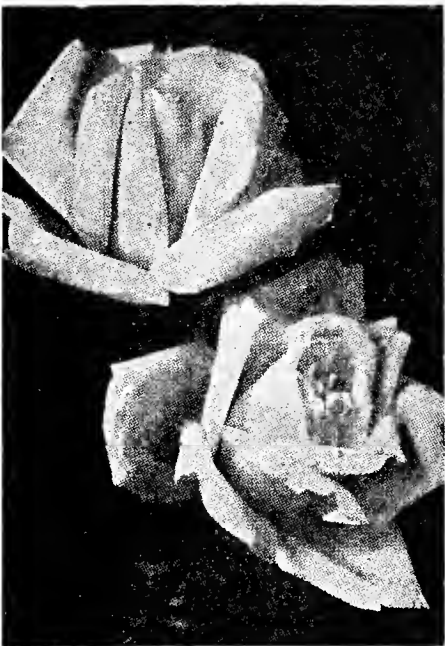
SPECIAL OFFER

For \$1.00 we send 8 strong sturdy, climbing Rose plants, best varieties, all labeled and different, our selection. 8 of them for \$1.00, postpaid. Please order as "The Favorite Collection".

Gentlemen—Late in August I purchased two "TRIAL COLLECTIONS." The unusually severe winter killed out many well established trees. However, EXCELSA, CHRISTINE WRIGHT, AMERICAN PILLAR, TAUSENSCHON, BIRDIE BLYE and BABY DOLL wintered over and are in bloom as I write (June). Although only first size plants they outbloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. Nothing You Say in Your Catalog is Exaggerated."—Mr. M. Z., Monticello, Wis.



Hardy Climbing Rose



Pink Radiance

Grand "Surprise Collection"

6 MAGNIFICENT TWO-YEAR-OLD ROSES FOR \$3.00 PPD.

We carry an immense Rose stock and rather than carry over odd lots, we offer this great collection, two-year-old plants, all high grade Roses in every particular, at a special wholesale price. You are apt to have in this collection rare Rose novelties, but THE SELECTION IS OURS but plants ARE LABELED. We are selling them below the cost of production. Don't miss this great Bargain offer.

SPECIAL OFFER—6 splendid two-year-old Rose plants, finest varieties of Roses in the world, no two alike, labeled, OUR SELECTION, but including "**Pink Radiance**", the dazzling pink garden Rose; "**Jeannette Heller**", the one best everblooming Rose in the world, and the others equally desirable; soil on the roots, delivered anywhere in the U. S. A., safe arrival guaranteed, for \$3.00 prepaid by parcel post.

PLEASE ORDER AS THE "SURPRISE COLLECTION" AND YOU'LL GET THE SURPRISE OF YOUR LIFE

What Satisfied Customers Say:

Here are a few of thousands of testimonials received from all over the world. Truly, our roses "go and grow" everywhere. No better evidence of the high character of our goods can be given than these expressions of satisfaction, for which we are very grateful. We wish we might publish all we receive.

WISCONSIN—I have had much more success with potted, own-root roses than with budded bushes, which are subject to black spot and canker. My budded roses die from canker, not freezing out. I want more potted, own-root roses.—H. W. P., Milwaukee.

TENNESSEE—I have raised many beautiful red roses, but the most magnificent red rose in my garden is "Pride of New Castle", and no less gorgeous as a blend of delicate colors, is "Jeannette Heller".—E. B. W., Nashville.

MASSACHUSETTS—Roses received from you are in perfect condition, and I am delighted with what you sent.—C. W., E. Sangers.

NEW YORK—Roses purchased from you are doing splendidly. "Lady Hillingdon" and "Madam Butterfly" bloomed continuously all summer. I now have the 14th bloom on the former, and they are lovely.—Mrs. C. B. M., Buffalo.

LOUISIANA—The roses came in excellent condition (230 in all). I was greatly surprised with such fine stock at such low prices. Be assured, I will call again.—B. M. W., St. Benedict.

IOWA—Of 30 1-year roses sent last year, I did not lose one. I cut 346 flowers during season. There were 39 buds showing color when freezing weather came. One plant had 8 roses on it at one time. Who dares to say, "Your yearling own-root roses will not bloom the first year?"—H. B., Toledo.

PENNSYLVANIA—The two climbers received from you are just as advertised. "Jeannette Heller" and "Pride of New Castle" have shoots coming up from the base of the plants thicker than lead pencils.—R. K., Reading.

SOUTH CAROLINA—I wish to thank you for the nice rose plants received from you. None of them have died and they bloomed beautifully all summer.—W. McB., Florence.

S. W. AFRICA—Roses sent me were just a day short of two months en route. I am delighted to report they are growing fine.—Dr. Catharine Mabie, Congo Belge, S. W. Africa.

NOTE—Think of a two-month trip, safely, into the depths of "Darkest Africa."—H. B. Co.

MISSOURI—"Jeannette Heller", "Alexander H. Gray", and "Kootenay" are three of the most beautiful roses I have ever seen. They are too lovely for words to explain, and are my idea of a full double rose.—Mrs. J. L. C., Lee's Summit.

WISCONSIN—I have ordered roses from you for several years and am always well pleased with them. They are always such thrifty and healthy plants and orders are filled promptly.—Mrs. F. B., Ontario.

TEXAS—"Jeannette Heller", "Pride of New Castle", and "David O. Dodd" have furnished our table with the most beautiful buds and roses for the past ten days.—Mrs. E. A., Houston.

MICHIGAN—Your own-root roses are doing fine. They are far ahead of my budded roses.—J. E. M., Saginaw.

SIAM—I beg to acknowledge receipt of roses, phlox, etc. I am glad to say all are O. K. Only three plants were a little wilted.—Phra Khun Byubatwa, Grand Palace, Bangkok.

NOTE—The above testimonial from the Grand Chamberlain of the King of Siam, speaks for itself. Goods on the way 2 months speaks highly of our packing. We are glad to number the King of Siam among our customers.—H. B. Co.

KANSAS—All roses were received from you in good condition and they look fine.—M. B., Kansas City.

INDEX, TERMS AND GUARANTEE

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used; Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hardy Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M. Moss; Pern., Pernetiana; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

Varieties	Class	Page	Varieties	Class	Page	Varieties	Class	Page
Alberic Barbier	H.C.	18	Eugene Jacquet	H.C.	18	Mrs. Aaron Ward	H.T.	9
Alex. Hill Gray	Tea	11	Excelsa	H.T.	18	Mrs. A. R. Waddell	H.T.	6
Amelia Gude	H.T.	10	Excelsa	H.T.	18	Mrs. B. R. Cant	Tea	15
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American Pillar	H.C.	18	Francis Scott Key	H.T.	12	Mrs. Robert Peary	H.C.	17
Anny Muller	P.	16	Frau K. Druschki	H.P.	16	National Emblem	H.T.	11
Anna Diesbach	H.P.	16	Freedom	C.H.T.	17	Ophelia	H.T.	9
Aunt Harriet	H.C.	18	Gardenia	H.C.	18	Padre	H.T.	6
Baby Doll	P.	15	Garden Gem	H.T.	8	Paul's Scarlet	H.C.	19
Baby Tausendschon	P.	16	Gen. Jacqueminot	H.P.	16	Paul Neyron	H.P.	16
Bess Lovett	H.C.	18	Gen. MacArthur	H.T.	10	Perle des Jardins	Tea	15
Belle of Portugal	H.C.	17	George Elger	P.	16	Pink Killarney	H.T.	13
Birdie Blye	H.C.	19	Gloire Lyonnaise	H.P.	16	Pink Cochet	Tea	13
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Chaplin's Climber	H.T.	6	Heart of Gold	H.C.	18	Prince Camille de		
Cherokee	H.C.	17	Helena Cambier	H.T.	10	Rohan	H.P.	16
Christine Wright	H.C.	18	Henri Martin	M.	20	Prince E. C. de		
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Cli. Pink Killarney	C.H.T.	17	Jacotte	H.C.	18	Red Baby Rambler	P.	16
Cli. Columbia	C.H.T.	12	J. B. Clark	H.P.	16	Red Columbia	H.T.	8
Cli. Helen Gould	C.H.T.	17	J. C. Mensing	H.T.	8	Red Giant	H.T.	8
Cli. Gruss Teplitz	C.H.T.	17	Jeannette Heller	Tea	3	Red Letter Day	H.T.	12
Cli. Sunburst	C.H.T.	17	Joanna Troutman	Tea	6	Red Radiance	H.T.	9
Cli. Pink Cochet	C.T.	17	John Cook	H.T.	8	Rev. F. Page Roberts	H.T.	8
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Cli. Rhea Reid	C.H.T.	17	Kais. A. Victoria	H.T.	11	Richmond	H.T.	10
Cli. Meteor	C.H.T.	17	Keystone	H.C.	18	Rosarie	H.C.	19
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David O. Dodd	H.T.	8	Magna Charta	H.P.	16	The Bride	Tea	15
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Edel	H.T.	8	Mary Lovett	H.C.	18	White Baby Rambler	P.	16
Elsie Beckwith	H.T.	8	Mary Wallace	H.C.	18	W. F. Kendrick	H.T.	6
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Ellen Poulson	P.	16	Mlle. C. Brunner	P.	16		H.C.	18
Emily Gray	H.C.	18	Mme. Eugene Marlitt	H.T.	10	White Killarney	H.T.	13
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Etoile de France	H.T.	10		H.T.	6	Wm. R. Smith	Tea	15
Etoile de Lyon	Tea	14	Mme. Jenny Gillemot	H.T.	13	Yellow Cochet	Tea	13
						Yellow Killarney	H.T.	13

Prices, terms, offers and conditions in this book cancel all previous offers and terms.

Terms, Cash With Order—Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter. All may be sent at our risk.

Please Use Order Blank and write name and address plainly. Write letters on separate sheet. Please enclose stamped envelope if special information is wanted.

Order Early—The sooner the better. All orders shipped immediately unless directed to the contrary. Early ordering is of mutual advantage. Stock reserved for delivery when desired. Orders sent C. O. D. if desired.

Parcel Post and Express Shipments—All goods at Postpaid prices mean we pay transportation charges. When goods are ordered to be shipped by express, the purchaser pays express charges. Parcel post shipments insured up to \$25.00 for 10c extra to be remitted with order.

Canadian and Foreign Orders—Please remit 25 per cent additional for extra packing and postage. Canadian customers must secure a permit from the Sec'y of the Destructive Insect and Pest Board, Dept. of Agriculture, Ottawa.

We Reserve the Right to Substitute another variety

of equal value for any variety the stock of which is exhausted, unless we are instructed to the contrary.

Our Guarantee—All shipments must be satisfactory when received or order duplicated or money refunded, whichever preferred. Complaints, if any, must reach us in ten days after receipt of shipment. After delivery, in good condition, our responsibility ceases. We do not guarantee safe arrival of Canadian, U. S. Colonies or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we send out. While we strive to have our plants true to name we do not guarantee it. Soil and climatic conditions, wet or dry growing season, improper care, unfavorable location, are causes for failure over which we have no control.

Heller Bros. Co. is a trade name. The sole owner of this business is P. J. Lynch.

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times."
Citizens State Bank, New Castle, Ind.

New Castle Rose Company—P. J. Lynch owner—New Castle, Indiana

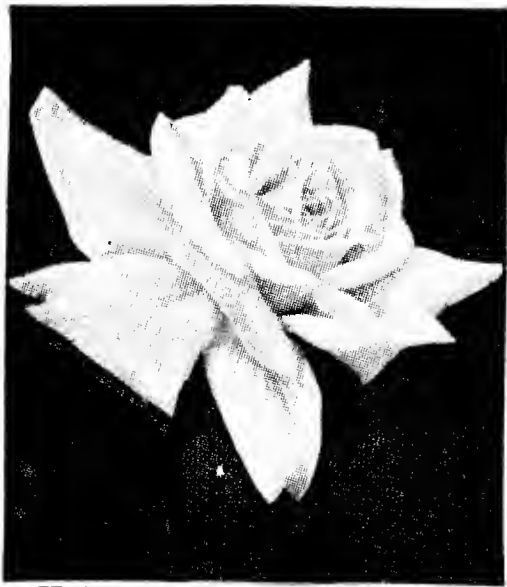
Please Write Plainly Use this sheet for order only. If a letter is necessary, use a separate sheet of paper, and enclose a stamped, addressed envelope or post card for a prompt reply. Orders sent C. O. D. if desired. Credit accounts opened if wanted. Bank reference please.

County State

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Amount carried over



Kaiserin Augusta Victoria



Gruss an Teplitz



Baby Doll

“All American Set” of Garden Roses

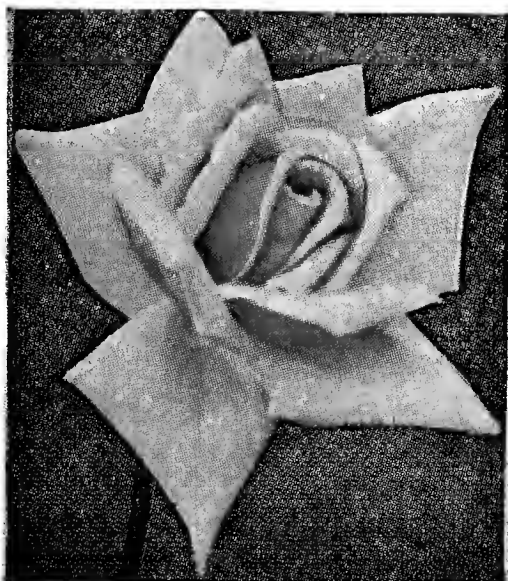
12 HARDY EVERBLOOMING ROSES \$2.00 POSTPAID



Red Radiance



Columbia



Mme. Jenny Gillemot

These twelve magnificent hardy, everblooming, bush roses represent the best garden roses for every section of America. Unsurpassed in healthy growth, freedom of bloom, beauty and fragrance of flowers. They grow and bloom gloriously everywhere. Our illustrations give but a faint idea of their great beauty. Our roses are wonderfully healthy. That is important. All are described more fully in other pages of this catalog.

Pride of New Castle—Perhaps the greatest of all deep crimson, everblooming roses.

Baby Doll—Exquisite, dainty and beautiful. Colors rival the rainbow. Miniature, dwarf. Always blooming.

Kaiserine Augusta Victoria—Pure white. Large double flowers.

Pink Radiance—One of the best, hardy, everblooming, garden bush roses in the world. Bright carmine rose, opal and coppery reflections.

Columbia—Deep peach pink. Strong grower, almost thornless. Fragrance delicious. A superb garden rose.

Red Radiance—Same as Pink Radiance but a beautiful clear red. Good everywhere.

Jeannette Heller—Our great, garden, bush rose. Exquisite blending of pink, rosy blush and pale yellow. Deep and full. Grows everywhere.

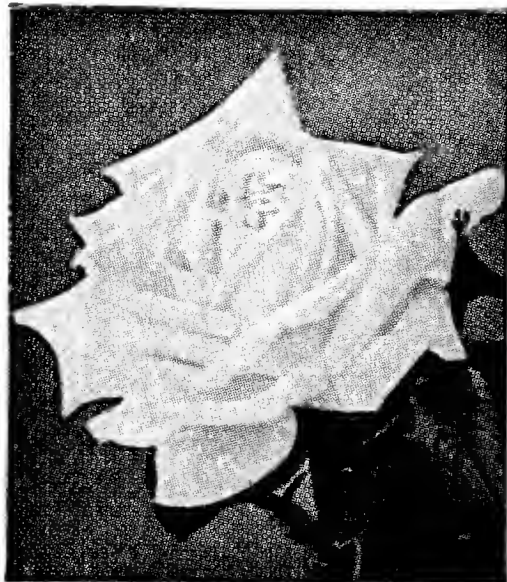
Lady Hillingdon—Apricot yellow, shaded to orange on the outer edge of petals. Strong, healthy grower.

Jonkheer J. L. Mock—Enormous flowers, deep and double. Color bright, rich pink, faced carmine. A beautiful two-tone rose.

Gruss An Teplitz—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower.

Alexander Hill Gray—We have not seen a more glorious, perfect, pure yellow rose. Magnificent, large.

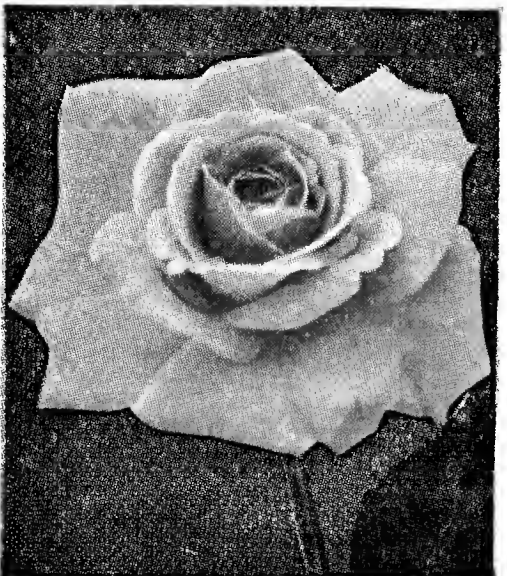
Mme. Jenny Gillemot—Brilliant saffron yellow, opening canary with dark golden shades. Hardy and strong growing.



A. H. Gray



Pride of New Castle



Pink Radiance

SPECIAL OFFER—One each, strong vigorous, first size plants, 12 in all postpaid for \$2.00. The entire set in strong two year old plants \$7.50 prepaid by parcel post; the 12 varieties in still larger star size plants \$9.00 prepaid by parcel post. Order as “ALL AMERICAN SET”.

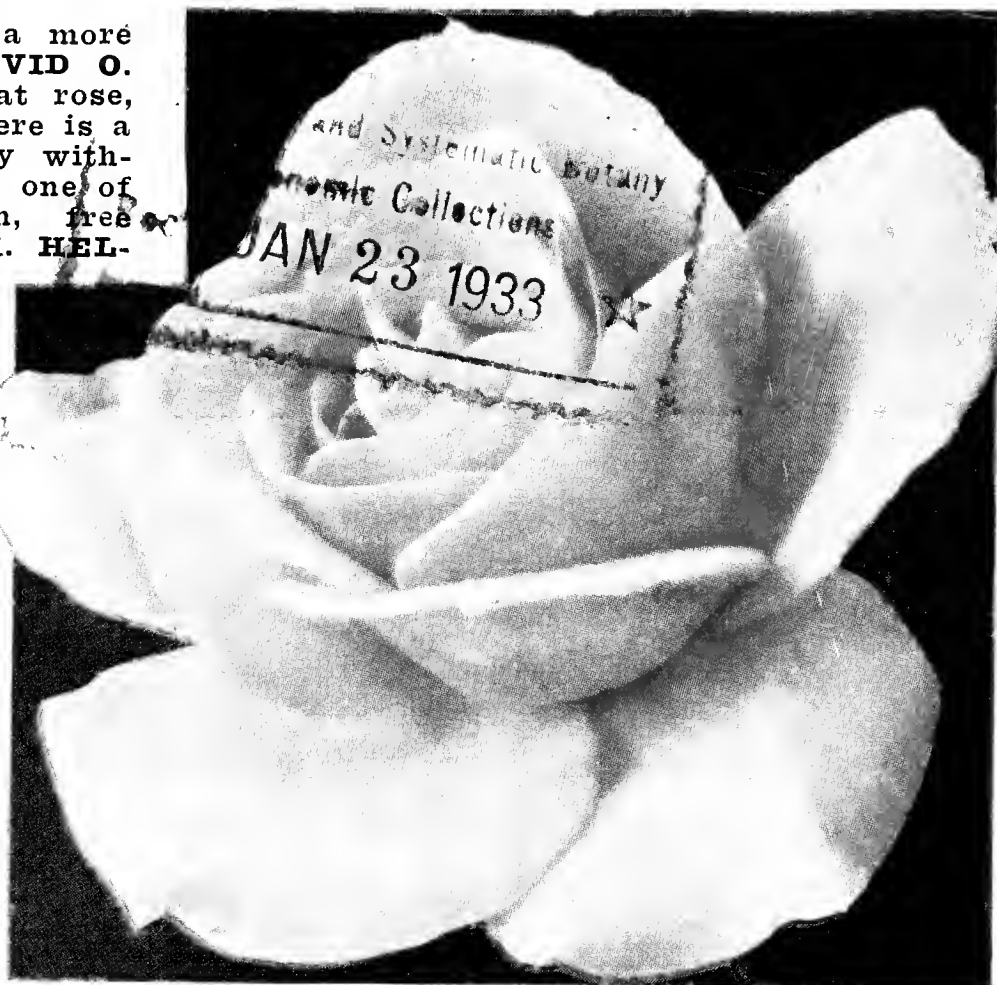
Two World-Famous Garden Bush Roses

In all the world there is not a more beautiful crimson rose than **DAVID O. DODD** unless it is our own great rose, **PRIDE OF NEW CASTLE**, but there is a difference between them. We say without hesitation, **DAVID O. DODD** is one of the two most beautiful crimson, free blooming, bush roses in the world. **HELENA CAMBIER** is a great fancy-colored rose. Blooms magnificent, growth marvelous. What people want is health in roses and that is what these roses have. They require no petting, no coaxing. They are gorgeous. No rose garden is complete without these two great bush roses. We pay postage.

***Helena Cambier**

FANCY COLORED ROSE

HYBRID TEA. Of extraordinary beauty. Immense, perfectly double, beautifully formed flowers. Colors varying from pink or salmon-rose with saffron or coppery hues most difficult to describe or to illustrate. As the flower expands the colors lighten. A most remarkable bush rose of unusually good health. Free from disease. Vigorous, erect grower. Grows splendidly everywhere. Blooms continuously. Striking in appearance. Very hardy and exceedingly scarce. A great novelty Rose. Prices at bottom of page.



Helena Cambier

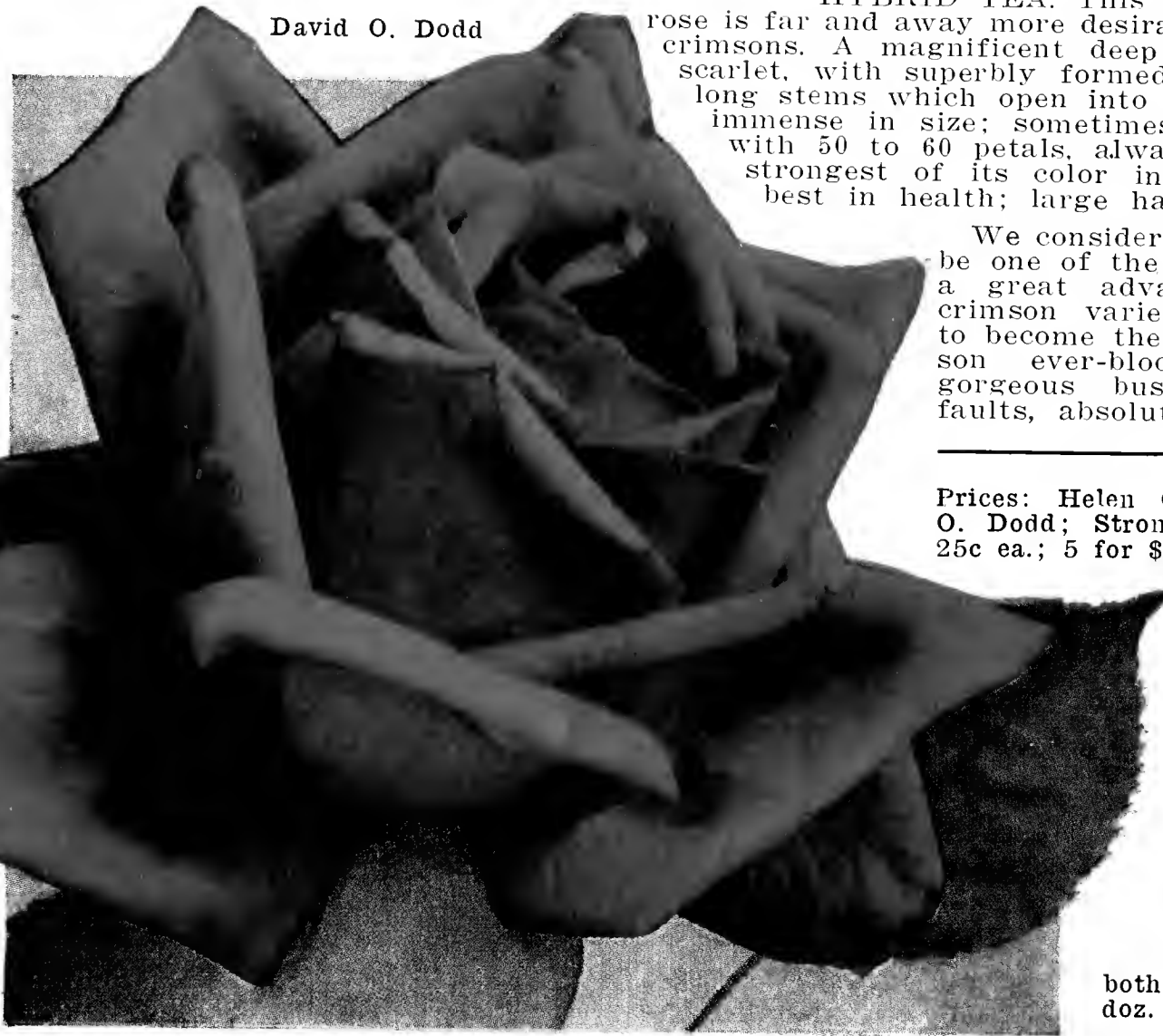
***David O. Dodd**

SUPERB HARDY CRIMSON

HYBRID TEA. This new crimson bush rose is far and away more desirable than all other crimsons. A magnificent deep crimson, flushed scarlet, with superbly formed buds on strong, long stems which open into beautiful flowers, immense in size; sometimes 7 inches across with 50 to 60 petals, always in bloom. The strongest of its color in growth and the best in health; large handsome foliage.

We consider this great rose to be one of the best of its color, a great advance on all other crimson varieties and destined to become the peer of all crimson ever-blooming roses. A gorgeous bush rose with no faults, absolutely hardy.

David O. Dodd



Prices: Helen Cambier and David O. Dodd; Strong first size plants, 25c ea.; 5 for \$1.00; \$2.25 per doz. prepaid by parcel post. Large two-year old plants 75c each; 6 for \$4.25, \$8.50 per doz. by Parcel Post Prepaid. Still larger star size plants 90c each; \$9.50 per dozen by prepaid parcel post. All plants on Own Roots. Prices include privilege of selecting one or both varieties. Any 6 at doz. rate.

HELLER BROS. COMPANY
NEW CASTLE **INDIANA**

P. J. LYNCH, Owner